35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Network fall sponsorship schedules being rapidly formed 27

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MARCH 13, 1961

IF YOU CAN FIND A BETTER STATION ...BUY IT!

COURTESY OF ANCIENT AGE

Out of Texas, the great television country, comes the greatest of them all, mellow, warm-hearted, aged to perfection eight full years... KPRC-TV, Houston. We challenge you to find a better station.

Kprc Tv, houston

EDWARD PETRY & CO.
National Representatives

NEW TIMES + NEW FEATURES + NEW FACES = MORE VIEWERS

Sioux City has a new and multiple personality at 5:45 and 10:00 P.M.—new times, new faces and its most exciting and comprehensive news coverage in the Sioux City area.

5:45 FEATURE NEWS

A new program on KVTV that amplifies and expands on the top area news story of the day.

5:50 MARKET BRIEFS

Warren Kester reports in brief stock transactions at the Sioux City Stockyards and predicts tomorrow's trading.

Warren Kester

5:55 SPORTS AT FIVE

Les Davis gives a comprehensive report of sporting events that have and will happen in Siouxland.

Les Davis

6:00 NEWS ROUNDUP

Charles Powell reports the news of the day with special emphasis on the local scene.

Charles Powell

6:10 WEATHER

Gene Edward, KVTV's new weather man, predicts accurate weather conditions for Siouxland and the nation.

Gene Edward

6:15 DOUGLAS EDWARDS WITH THE NEWS

A fast-paced evening news report on the CBS Television Network for the latest in world and national developments.

Douglas Edwards

This exciting line-up means more viewers — more customers for KVTV sponsors. Your Katz man can get you in the picture.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

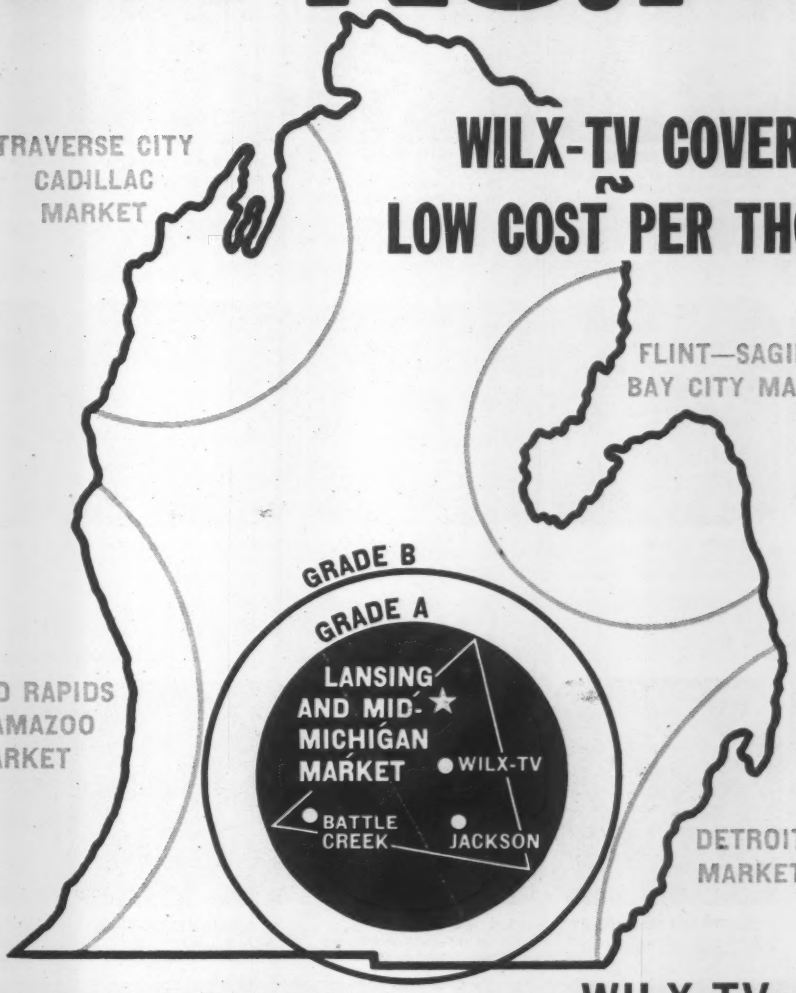
CBS • ABC

PEOPLES BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia

THIS IS WHAT THE MICHIGAN MARKET IS REALLY LIKE !!

LANSING AND MID-MICHIGAN } No.1 { OUTSIDE DETROIT!



With annual retail sales of $1,224,302,000, the Lansing-Mid-Michigan Market is second only to Detroit in the Wolverine State!

WILX-TV covers this important market. No other single station offers city grade coverage of Mid-Michigan's "Golden Triangle" cities — Lansing, Jackson and Battle Creek.

WILX-TV delivers the Lansing - Mid-Michigan Market at *lowest cost* per thousand TV Homes.

REPRESENTED BY

VENARD, RINTOUL & McCONNELL, INC.

WILX-TV FACTS

- STUDIOS IN LANSING JACKSON BATTLE CREEK
- FULL TIME NBC
- TOWER HT. 1008'
- POWER 316,000 WATTS

THE GOLDEN TRIANGLE STATION

WILX TV CHANNEL 10

Associated with **WILS** / Lansing / **WPON**-Pontiac

WGAL-TV serves the public interest

DAVID L. LAWRENCE
Governor of Pennsylvania

FRANKLIN V. SUMMERS
Director of Operations for the Pennsylvania Turnpike Commisssion

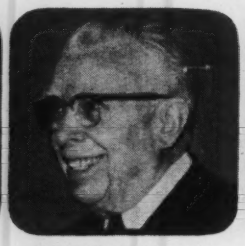
MRS. RUTH GRIGG HORTING
State Secretary of Public Welfare, Pennsylvania

DR. ERIC A. WALKER
President of Pennsylvania State University

S. K. STEVENS
Member of State Historical and Museum Commission, Harrisburg

Some personalities from the Channel 8 area

DR. CHARLES WILBAR
Secretary of Health, Pennsylvania



JOSEPH A. ABEY
President of Rotary International, Reading

DR. ROLAND A. LOEB
President of Pennsylvania Division of the American Cancer Society

COL. LEROY E. FRAZIER
New Commander of Indiantown Gap Military Reservation

WILLIAM R. DAVLIN
Secretary of Pennsylvania Department of Commerce

who have appeared on WGAL-TV Regional News

MAURICE GODDARD
Secretary of Forest and Waters, Pennsylvania

COL. FRANK McCARTNEY
Pennsylvania State Police Commissioner

KARL MASON
Director of Pennsylvania Bureau of Environmental Health

J. COLLINS McSPARRAN
State Master of Pennsylvania State Grange

DR. CHARLES BOEHM
Pennsylvania Superintendent of Public Instruction

Programs during the past few months

JOHN MORGAN DAVIS (left)
Lt. Governor of Pennsylvania

WILLIAM F. McINTYRE (right)
President of Pennsylvania United Fund

ELIZABETH GARBER
Secretary for the National League of Women Voters, Elizabethtown

WGAL·TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Reports to White House

In departure from past practice, President Kennedy has ordered chairmen of independent regulatory agencies to submit monthly reports directly to him on their commissions. First such report from FCC Chairman Newton N. Minow went to White House last week. President reportedly asked that such matters as policy considerations, legislation, internal problems and organization be included. Adjudicatory matters are not to be discussed in reports, it is understood.

Order to file reports was sent to agencies by Frank G. Dutton, special assistant to President for government relations. Chairman Minow acknowledged first one has gone to White House and expressed approval of new practice. White House reportedly feels that regular, first-hand briefing of President will enable him to help FCC in areas where he feels assistance is needed. House Commerce Committee Chairman Oren Harris (D-Ark.) said that when he first heard about new FCC-White House liaison "I was quite concerned." However, he added, as long as information submitted is of type said to have been requested it probably will not result in usurping of congressional power of agencies.

Non-broadcast vtr

New Videotape recording unit for non-broadcast use and designed exclusively for closed circuit educational, industrial and military tv use, shortly will be announced by Ampex, pioneer in vtr field. Equipment, incorporating radical innovations, will sell for about half-price of standard broadcast units (roughly in $20,000 area) but is not geared to meet FCC's exacting specifications for on-air use.

Demonstration of new unit is scheduled this week. Unofficial word is that while new product isn't designed to meet specifications for on-air use, it nevertheless produces quality results because it is adapted for closed circuit. Ampex revolutionized tv recording field with introduction of Ampex Videotape recording in 1956.

Full sponsorship?

Regional beer advertiser P. Ballantine & Sons, in what may be unprecedented arrangement, ready to foot bill every other week for entire 180-station networking of *Sing Along With Mitch* next season on NBC-TV, if it works out that way. Ballantine and William Esty hope to sell off Ballantine's alternate-week full sponsorship to other regionals in markets where beer advertiser does not distribute, but is willing to pick up full national tab if sell-offs fail to come off. Ballantine is in 28 markets in eastern U. S. from Maine to Florida, and currently is responsible for only that part of Miller lineup in its sponsorship of show this season.

Collins plan

There's no doubt LeRoy Collins is determined to be a "do something" president of NAB. Last week he proposed to all three television networks that they agree to a "double Doerfer Plan," each doing two prime hours of cultural-information programming per week. He proposed that NAB would act as clearing house for plan and would attempt to get affiliate agreements on clearance.

Under plan adopted last year at suggestion of John Doerfer, then chairman of FCC, networks agreed to schedule one prime hour per week of information programming, with stations filling time with own shows every fourth week. Collins' Plan envisaged two hours weekly week after week from each network—in nonconflicting periods. Reportedly he had thought of breaking news of his plan Wednesday (March 15) in address to Radio & Television Executives Society luncheon in New York. There's some doubt he can get network and station approval in time for his RTES appearance. In meetings with network officials last week Gov. Collins hinted he talked about programming with new FCC Chairman Newton N. Minow and Attorney General Robert Kennedy.

CBS News eyed

Reports ricocheting through New York and Washington last week speculated that more big changes were impending in CBS News operations, this time probably in Washington set-up, but top-level word out of CBS News was that no "upheaval" was in work, although admittedly new Dick Salant-Blair Clark management team is "looking at everything with a new eye." Mr. Salant, new president, and Mr. Clark, new general manager and vp, were expected to "talk with some people" during visit to Washington this past weekend. In addition, Mr. Clark is slated to extend that new-eyed look to overseas news operations during several days' visit abroad starting shortly.

Along with this new look goes a new policy—not to announce future additions to corps of CBS News correspondents. This doesn't mean there won't be any new hiring, because management expects to strengthen by hiring as well as other means. But President Salant feels what goes on in his shop should be reflected in programming rather than press releases, and in general does not plan to make any to-do when newsmen are hired or reassigned. His reasoning: "The New York Times *doesn't announce it when it hires correspondents. Why should we?" In case anybody's wondering, he says he hasn't yet hired anybody under this new quiet policy.*

Factoring for tv?

New wrinkle now being applied to bartering tv time that brings barter practices fairly close to so-called "factoring" of commercial houses. Some barter companies now pay off film commitments of tv stations and receive time on those outlets in exchange. Participating stations feel it advantageous to thus get rid of film debts and big chunks of unsold time at one swoop, while barter houses stand to gain because volume of time allotted to them includes enough "extra" to yield them more money than they put out to pay off film companies.

Minow to meet boss

Planned meeting between President and FCC Chairman Newton N. Minow has been postponed at request of latter. Mr. Minow has met with several of President's personal staff since assuming chairmanship 10 days ago but has let it be known that he wants more time to learn job before meeting with top man. President Kennedy has sent word that he would like to meet with his new chairman and conference probably will take place within next couple of weeks. Chairman Minow also has turned down more than 100 speaking engagements for same reason and probably will make first major speech during NAB convention.

Since he assumed FCC chairmanship on March 2, Newton N. Minow has been working 16-hour day, seven days per week. And he plans to maintain schedule for next two months. His family (wife and three small children) will not move to Washington until June and he hopes to spend every other weekend with them in Glencoe, Chicago suburb.

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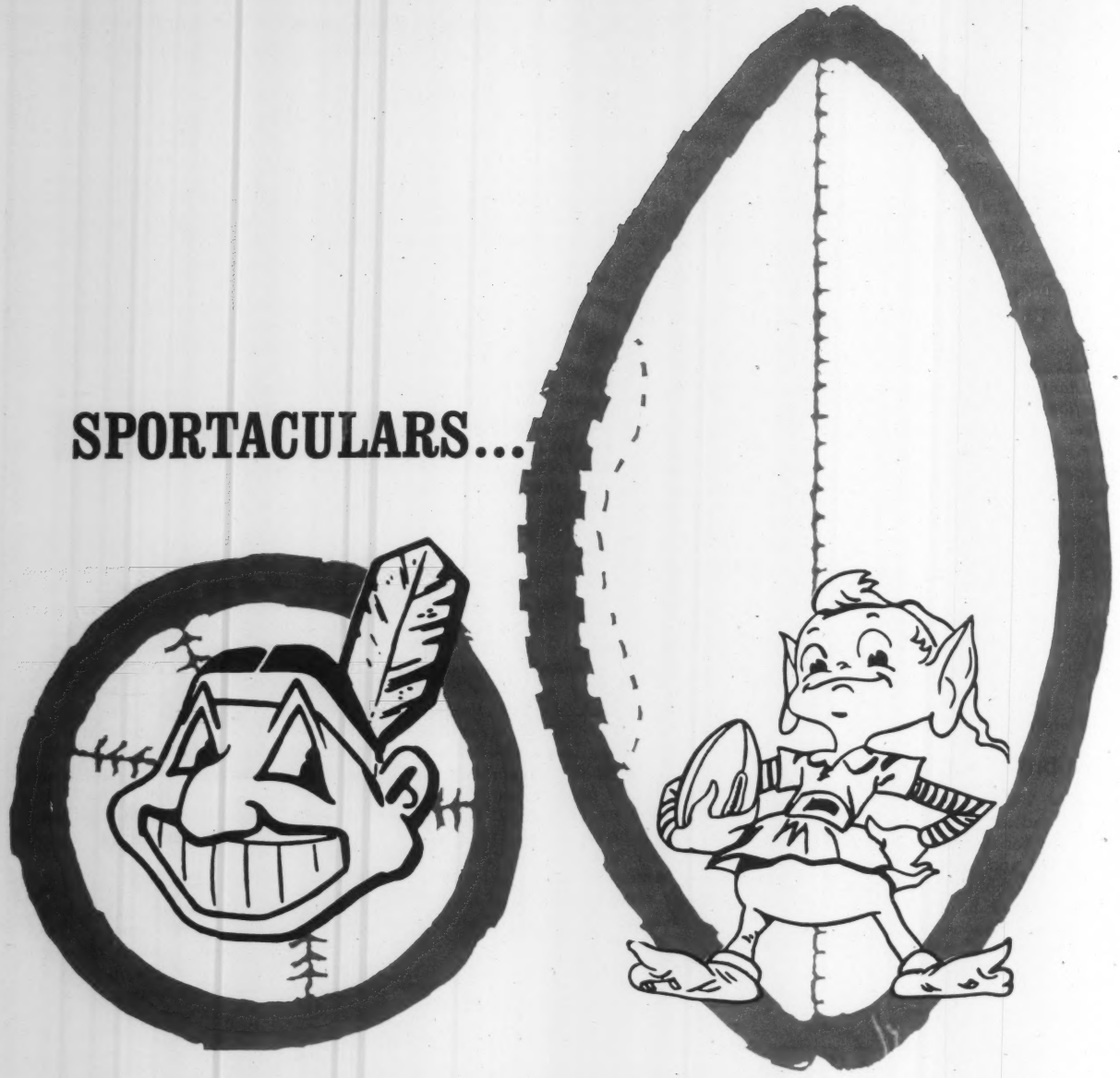
SPORTACULARS...



...for Northeastern Ohio TV Homes: *Cleveland Indians games... Cleveland Browns games...all top CBS sports shows...two daily sportscasts*...this is action sports programming that builds *active* buying audiences! And it's typical of the top-notch entertainment that WJW-TV schedules, day in, day out...to provide opportunities for advertisers to score big sales victories in Cleveland and Northeastern Ohio, the nation's 7th largest market.

WJW TV 8
CBS CLEVELAND

A **STORER** STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • **CALL KATZ**

WEEK IN BRIEF

Advertising agencies are up in arms over a Screen Actors Guild interpretation holding that some "wild spot" tv commercials are actually "local program commercials" and thus command much higher residual rates. See . . .

HOW WILD CAN WILD SPOT GET? . . . 27

Network fall sponsorship schedules are being rapidly locked into place as advertisers and the networks get together on times and vehicles. The weekends are mostly sold, other periods firming. See . . .

FALL PROGRAMMING TAKING SHAPE . . . 27

Washington Post Co. enters rare ranks of communications titans with purchase of "Newsweek" magazine, including 46% of KOGO-AM-TV and KSD-FM San Diego, to be added to its WTOP-AM-FM-TV Washington, WJXT (TV) Jacksonville. See . . .

THE NEWEST MEDIA GIANT . . . 44

The FCC's second try at getting MCA's Taft B. Schreiber to talk in its resumed program hearing in Los Angeles is again bootless as witness sits mute. Hearing suspends as criminal action is considered. See . . .

ACT II HAS SAME ENDING . . . 62

Newton Minow names Kenneth A. Cox, who as special counsel to the Senate Commerce Committee has been one of the FCC's most effective gadflies, to head Broadcast Bureau. Paglin to be general counsel. See . . .

COX TO BROADCAST BUREAU . . . 58

The noisy House Oversight Subcommittee has gone respectable under a new name, the Special Regulatory Agencies Subcommittee, to hear the same chairman, Rep. Oren Harris, tells it. See . . .

FEWER HEADLINES FROM HARRIS . . . 59

RCA, which appears to be winning its gamble on color television, pulls another ace out of the hole—a new color tube it claims makes pictures 50% brigher and gives more sharpness and contrast. See . . .

RCA REVEALS NEW COLOR TUBE . . . 78

A million dollars to each state from Uncle Sam—for educational tv—looks like a possibility during 87th Congress as Senate committee approves a subsidy that was blocked by House in past. See . . .

SENATE UNIT OKAYS ETV FUNDS . . . 72

National advertisers spent $1.3 billion in television in 1960, of which $682.3 million was in network, $616.7 in spot, both sizable increases, TvB figures show. P&G was biggest spender in both. See . . .

NATIONAL TV $1.3 BILLION . . . 34

How can a long-distance mover get to its best potential customers ahead of his competitors. Joe Castor tells how North American Van Lines decided on fm to reach a select group with a giveaway angle. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH WORTHINGTON FORWARD SEAT SADDLE. CUSTOM MADE IN HARTFORD, CONNECTICUT. A HARTFORD FIRM SINCE 1794. THE SMITH WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER

WTIC-TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

TriCities favored for ch. 8 in N. C.

TriCities Broadcasting Co., was favored over three competitors for ch. 8 in Greensboro-High Point, N. C., in initial decision issued Friday (March 10) by FCC Hearing Examiner Elizabeth Smith.

Examiner, however, stipulated that Ralph C. Price, 25% owner of TriCities, and family dispose of voting rights to stock they hold (various trusts) in Jefferson Standard Life Insurance Co. (also applicant for ch. 8 through its broadcasting subsidiary).

Other TriCities principals, all with 25%, include Robert H. Nutt, Hargrove Bowles Jr. and James G. MacLamroch. Applicant was favored on integration of ownership and management, diversification and local residence factors. "Another highly significant factor is that a grant to this applicant will bring an entirely new and competitive entity in the field of mass communication in the Greensboro-High Point-Winston-Salem area," Examiner Smith said.

Mr. Price is former president of Jefferson Standard and he and family own 6.795% of insurance company stock, most held in trust. Messrs. Price and MacLamroch each owns ⅓ of WKIX Raleigh, N. C.

Disposal by Mr. Price of voting interest in Jefferson Standard stock was required because insurance company also owns 17% of WFMY-TV Greensboro, N. C., which it plans to dispose of if it wins ch. 8. Other ch. 8 applicants are High Point Tv Co. and Southern Broadcasters Inc., which both have newspaper or broadcast properties.

Sullivan, Paar feud over performance fees

Another "tv personality feud" was simmering over weekend as NBC-TV's Jack Paar and CBS-TV's Ed Sullivan exchanged series of sharply-worded communiques in dispute started when Mr. Sullivan served notice on name performers that they would receive only $320 for appearance on *Ed Sullivan Show* if they accepted $320 scale payment for performing on *Paar Show*.

Mr. Sullivan suggested Friday (March 10) that they debate issues on *Paar* program without studio audience. That afternoon Mr. Paar invited Mr. Sullivan to appear but stressed it would have to be before studio audience. Mr. Sullivan thereupon requested that on "basis of good sportsmanship," debate be carried "without sound effects."

Dispute began Thursday (March 9) when it became known that Mr. Sullivan had notified leading talent agents that personalities who performed on *Paar* would receive same pay for booking on *Sullivan*, where performers have received as much as $7,500.

Trailblazer

KHJ-TV Los Angeles, which pioneered west coast baseball colorcasting with Angels' spring training contest Saturday (March 11), goes step further with announcement it will also colorcast some Angel games at night. Games will be video-taped and rebroadcast later same night (midnight) on KHJ-TV. Station joins WGN-TV Chicago and WLWT (TV) Cincinnati in exclusive baseball colorcasting society.

NBC News adds bureaus in Rio, Buenos Aires

NBC will expand its Latin American news coverage by April 1, with opening of two new NBC news bureaus—one in Rio de Janeiro, the other in Buenos Aires.

NBC Chairman Robert W. Sarnoff in February had noted NBC News' objective of opening up new Latin American facilities (BROADCASTING, Feb. 17). New bureaus will combine with established one in Havana to give network three fully-staffed news bureaus in Latin America. Development followed just completed two-week, on-scene survey of area by Robert E. Kintner, NBC president.

Rio bureau will be headed by Wilson and Lee Hall, husband-and-wife team of correspondents, who will move over from Havana.

Richard Valeriani, formerly with AP in Havana, will head NBC's Havana bureau. Kenneth Bernstein, night news editor with NBC News in New York, will head bureau in Buenos Aires.

B&J, Gordon merger

Bozell & Jacobs Inc., Chicago, will merge with Phil Gordon Agency, Chicago, on March 13. Gordon President Dan Smith and Executive Vice President Philip W. Abrams join B&J as vice presidents and planning board members.

FCC counsel agrees with Stern on ch. 7

Absolute disqualification of three of four applicants for Miami ch. 7 was urged by FCC general counsel's office in oral argument on court-remanded *ex parte* case before FCC *en banc* Friday (March 10). Counsel thus agreed with special examiner's findings.

Three, including winning applicant Biscayne Tv Corp. (WCKT [TV]), defended their actions as proper for climate of times and argued disqualification is neither required or warranted.

Special Hearing Examiner Horace Stern has recommended that 1956 grant to Biscayne be voided and that Biscayne, South Florida Tv Corp. and East Coast Tv Corp. be disqualified because of alleged improper contacts with commissioners (BROADCASTING, Sept. 19, 1960). Case was before Judge Stern on remand following disclosures before House Legislative Oversight Subcommittee. Judge Stern found that fourth applicant, Sunbeam Tv Corp., was only aspirant for ch. 7 eligible for further consideration.

Dalton, Post set tv for instant meals

Edward Dalton Division of Mead Johnson Co., and Post Cereals Division of General Foods have begun introduction of new instant meal preparations which may create demand similar to national acceptance in past year of ready-to-drink products for weight reduction.

General Foods is using tv in selected markets to test new "Post Instant Brim . . . the breakfast in a glass. Agency for Brim is Young & Rubicam, N. Y. Mead Johnson spokesman said Friday that it's "appropriate to assume we will use television" to advertise "complete nutritious meal" called Nutrament. Agency for Nutrament is Kenyon & Eckhardt, N. Y.

Edgar Bill dies at 71

Edgar L. Bill, 71, former owner of WMBD Peoria, and creator of National Barn Dance on WLS Chicago, died Thursday night in Tucson, Ariz. Mr. Bill, who headed WLS from 1924 until he purchased WMBD in 1931, was prominently identified with farm radio. Surviving him are his wife, Dorothy, and sons Howard, owner of WBIZ Eau Claire, Wis., and Robert, account executive with Lambert & Feasley, New York.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Quinn

Don Quinn, formerly vp in charge of NTA Spot Sales, named to newly-created post of national sales manager of RKO General stations. Mr. Quinn will work on development of spot business for RKO General stations in association with sales managers of these outlets. He will maintain close liaison with national spot radio-tv advertisers and their agencies. Before joining NTA, Mr. Quinn was partner in station representative firm, McGavren-Quinn (now Daren F. McGavren Co.).

Mr. O'Connor

Arthur O'Connor, sales manager for radio, Devney/O'Connell, N. Y., station rep, appointed vp in charge of firm's radio division. Mr. O'Connor, who began his association with company in 1956 as account executive, became radio sales manager in 1959. Prior to that, he had been, for two years, radio-tv account supervisor at Foote, Cone & Belding, N. Y., and with McCann-Erickson's radio-tv production department, also for two years.

Kenneth A. Cox, partner in Seattle law firm of Little, Palmer, Scott & Slemmons, named chief of FCC Broadcast Bureau (see story page 58). Mr. Cox was approved unanimously in special FCC meeting Thursday (March 9) and will assume new post on or about April 10th. He has served as special counsel to Senate Commerce Committee on several communications matters in the past. He will replace present Bureau Chief **Harold Cowgill.**

Mr. Ruegg

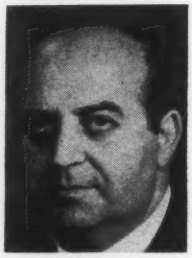
Mr. Dundes

Mr. Webster

Mr. Sutton

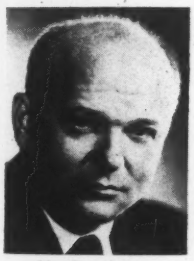
Fred Ruegg, vp and general manager of CBS-owned KNX Los Angeles, named vp in charge of station administration, part of CBS Radio alignment that takes effect March 27, as announced last week by President Arthur Hull Hayes (see page 56). Mr. Ruegg succeeds **Jules Dundes** who returns—at his specific request, it was reported—as vp and general manager of KCBS San Francisco where he had served management tour in 1955-56. **Maurie E. Webster,** vp and general manager of KCBS, becomes vp and general manager of CBS Radio Spot Sales. Incumbent in that post, **Milton F. Allison,** will be assigned new sales responsibilities in that organization. **Robert P. Sutton,** program manager of KNX, succeeds Mr. Ruegg as vp and general manager of that station.

Norman Strouse, president of J. Walter Thompson Co., New York, becomes chief executive officer following retirement of **Stanley Resor. Dan Seymour,** vp and director of radio-tv department, promoted to senior vp. See story page 32.



Mr. Fox

Matthew Fox, president and director of Television Industries Inc., N. Y., resigns in order to devote his full time to Tolvision of America Inc., subscription tv company. **Basil Estreich,** senior vp of Television Industries, elected president and chief executive officer, and **Walter S. Mack,** formerly president of Pepsi-Cola and presently director of Television Industries, elected to company's executive committee. Television Industries holds tv rights to various feature films and tv series. Tolvision is company organized by Mr. Fox to present pay tv programs. It has not announced any immediate plans.



Mr. Douglass

James C. Douglass, administrative vp, member of executive committee and director of Ted Bates & Co., has formed international consultant company with offices in New York and Geneva, Switzerland. Mr. Douglass will act as consultant to American business enterprises interested in international expansion into foreign markets but have little knowledge of foreign operations. Mr. Douglass will leave Bates at end of April to devote full time to his new firm. In addition to his domestic duties at Bates, Mr. Douglass has been in charge of agency's international operations, and is director of Hobson, Bates & Partners Ltd., London, England, and director of Spitzer, Mills & Bates Ltd., Toronto and Montreal. Mr. Douglass was formerly executive of Colgate-Palmolive Co., and vp and director of radio and tv for Erwin Wasey & Co.

For other personnel changes of the week see FATES & FORTUNES

Secretary Rusk to brief 300 radio-tv newsmen

Some 300 radio-tv commentators and news and public affairs directors from 50 states have been invited by Secretary of State Dean Rusk to attend foreign policy briefing in Washington April 3-4. President Kennedy, Secretary Rusk and other policy shapers will participate.

Purpose is to provide newsmen with information on current international affairs and U. S. policy and to help government learn media's coverage needs.

Similar briefing will be held for some 300 print media representatives.

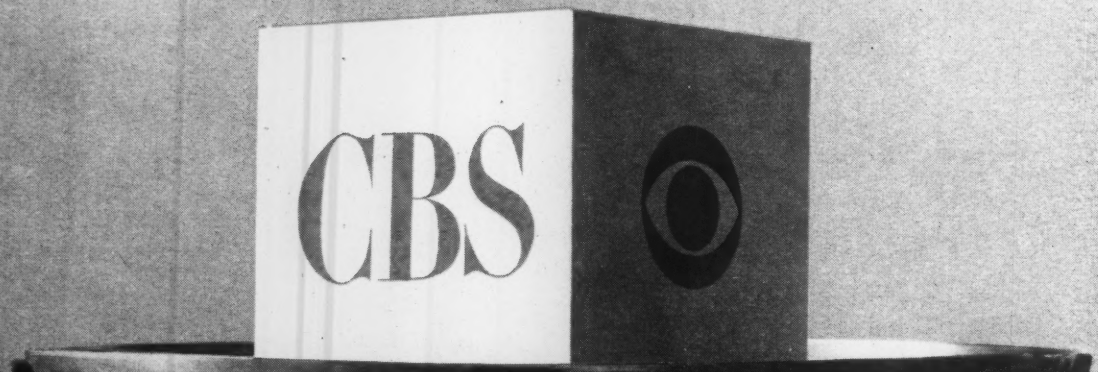
Collins to address RTES

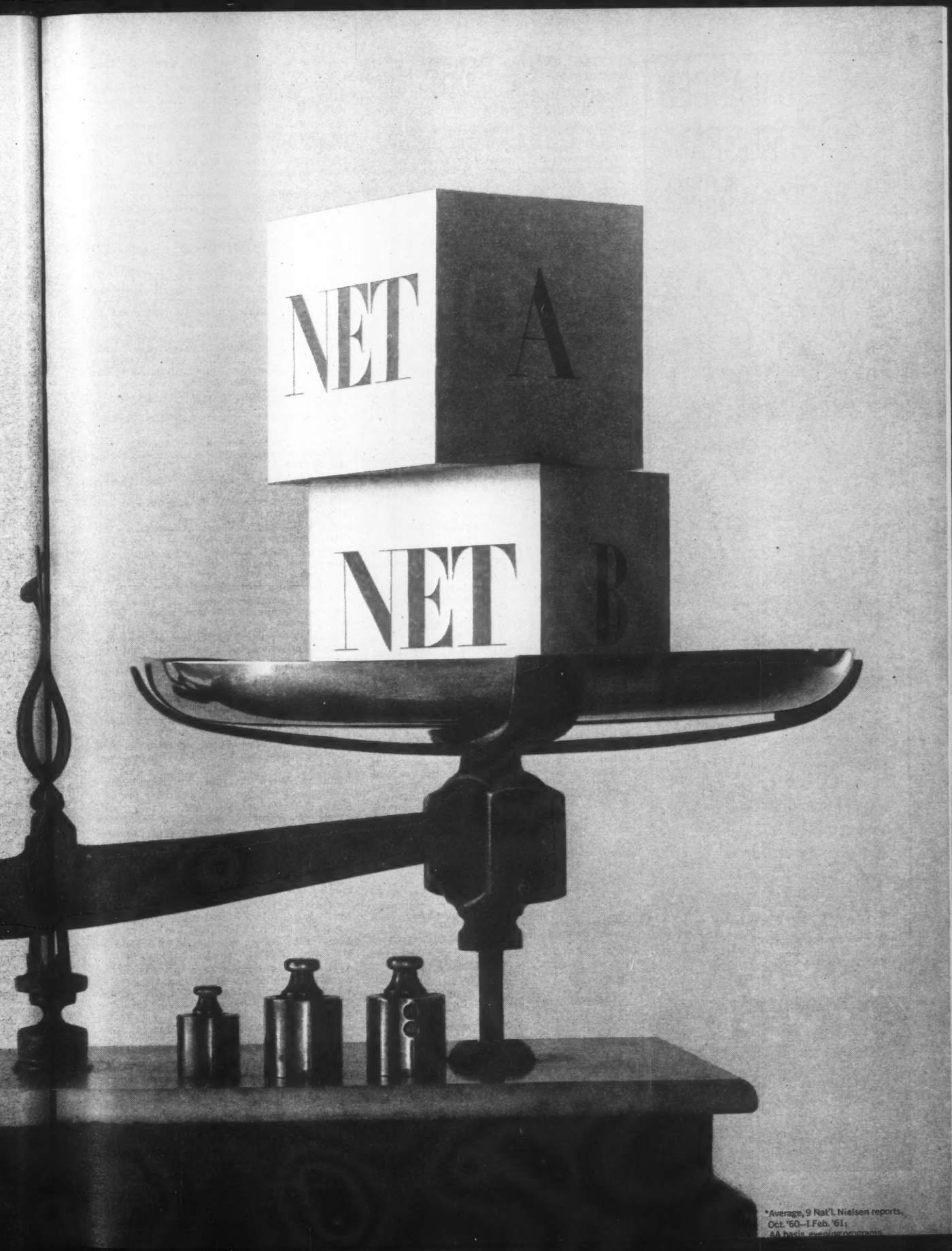
LeRoy Collins, president of National Assn. of Broadcasters, will make his first appearance before a broadcast advertising group on March 15, when he speaks at Radio & Television Executives Society's newsmaker luncheon in New York.

More use UPI news and radio wires
More use UPI facsimile newspictures
More use UP Movietone newsfilm

'Net' Weight

On balance, the effectiveness of a network comes down to a matter of programs. Measured this way, the CBS Television Network presents more of the season's most popular programs *than the other two networks combined* (23 out of 40) and more top-rated *new* program series *than the other two combined* (4 out of 6).* The same network also broadcasts the season's most popular new program ("The Andy Griffith Show"); television's most popular single program for the past three years ("Gunsmoke"); and the program with the longest record of popularity ("The Ed Sullivan Show"). In fact, in 135 Nielsen reports issued since July 1955 this network has averaged 22 of the 40 top-rated programs. This corner on program popularity helps explain why the CBS Television Network continues to carry more weight with viewers than any other network and more weight with advertisers than any other advertising medium.





*Average, 9 Nat'l. Nielsen reports, Oct. '60–1 Feb. '61; AA basis, evening programs

MEANS
LISTENER
LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH
50,000 WATTS — 740 KC
—CBS—
HOUSTON, TEXAS
Represented by Peters, Griffin and Woodward, Inc.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

March 13—Deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 13-15—**Canadian Assn. of Broadcasters,** convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

March 14-17—Spring conference, **Electronic Industries Assn.** Agenda includes seminars on military marketing, parts specification management on reliability, legislation concerning imports of foreign products. Government-Industry dinner, March 16, with Lt. Gen. Bernard A. Schriever, chief, Air Research & Development Command, as principal speaker. Statler-Hilton Hotel, Washington, D. C.

March 15—**Bureau of Broadcast Measurement,** annual meeting. Hotel Vancouver, Vancouver, B. C., Canada.

March 15-18—**Assn. of National Advertisers,** annual West Coast meeting. Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

*March 16—**Southern California Broadcasters Assn.,** luncheon. Speaker: Bob Whitehead, Guild, Bascom & Bonfigli. Michael's Restaurant, Hollywood.

March 16-21—**National Federation of Advertising Agencies,** annual management conference. Sahara Hotel, Las Vegas.

*March 17 — **Indiana Broadcasters Assn.,** monthly meeting. Columbia Club, Indianapolis, 10 a.m.

*March 17-18—**Arkansas AP Broadcasters Assn.,** Little Rock.

March 17-18—**Arkansas Broadcasters Assn.,** spring convention. Hotel Marion. Little Rock.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

*March 18-19—**APP Assn. of Florida,** Duval Hotel, Tallahassee.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society,** Hawaiian Room. Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 22 —**Assn. of National Advertisers,** workshop on shows and exhibits. Hotel Plaza, New York City.

March 24—**Alfred I. duPont Awards Foundation,** awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.

March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—**American Marketing Assn., New York Chapter,** marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

*April 3—Comments due on **FCC** proposal to revamp program report forms in applications.

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Buena Vista Hotel, Biloxi.

April 16-19—**Assn. of National Advertisers,** spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera. Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters,** Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

*April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24-28—**U. of Florida** third annual

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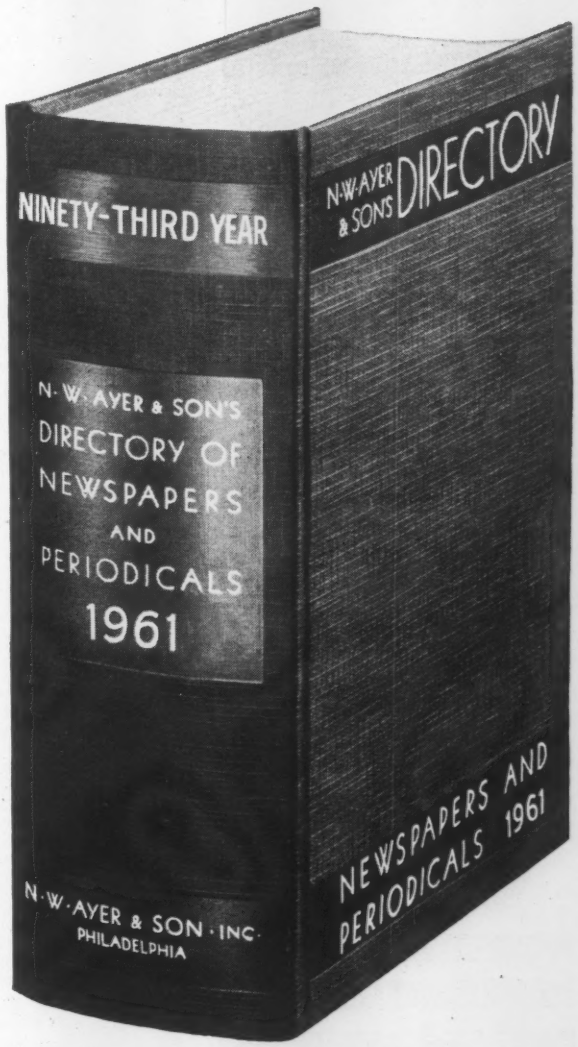
A word of appreciation to those who ordered the 1960 Edition. Our sincere regrets to those whose orders came in too late to fill. Last year's edition was sold out earlier than usual despite the largest printing in history. Please order your 1961 copy of the Ayer Directory as early as possible.



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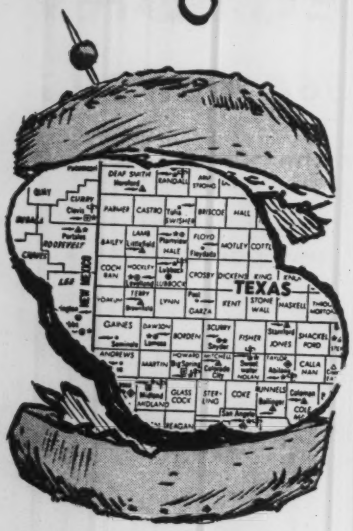

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west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

*April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-30—Alpha Delta Sigma, professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—U. S. Chamber of Commerce annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—Assn. of Canadian Advertisers. Royal York Hotel, Toronto, Ont., Canada.

May 3—Station Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—American Public Relations Assn. 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—American Tv Commercials Festival, Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—American Women in Radio & Television, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.

*May 5-7—National Assn. of FM Broadcasters, Washington, D.C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 7-10—NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

*May 11 — Assn. of National Advertisers Workshop on International Advertising, Hotel Plaza, New York City.

*May 12—**Academy of Television Arts & Sciences,** Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

May 15-27—International Festival of Television Arts & Sciences. Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

*May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—National Symposium on Global Communications, Institute of Radio Engineers. Hotel Sherman, Chicago.

May 25 — **Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

*May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 27-31 — **Advertising Federation of America,** annual convention. Statler Hilton Hotel, Washington, D. C.

JUNE

*June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

*June 3—**Florida AP Broadcasters Assn.,** Daytona Beach.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

*June 10—**Florida UPI Broadcasters Assn.,** annual meeting. Pensacola.

*June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

*June 12-15—**World Conference on Missionary Radio,** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

*June 19-21—**American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

*June 20-22—**Catholic Broadcasters Assn.,** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

*June 25-29—**National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

*June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

*July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

*July 10-12—**National Assn. of Television & Radio Farm Directors** convention, Shoreham Hotel, Washington, D. C.

*July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

AUGUST

Aug. 11-12—Texas Associated Press Broadcasters Assn., fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace. San Francisco.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

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News-gathering services all over the world bring Talking-Pictures with "Living Sound" to America's 45 million television screens—filmed with the incomparable Auricon Filmagnetic Camera and Soundcraft's Oscar-winning Magna-Stripe raw stock.

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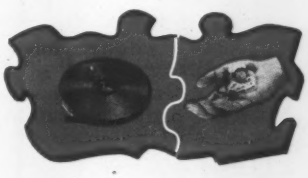

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COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 Station!

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS WSUN's GREAT ADULT AUDIENCE (97.2%)** . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!

*1960 Census **Pulse 6/60

WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

OPEN MIKE ®

The fm story (continued)

EDITOR: Your analysis of the status of fm ("A dramatic spurt in fm development," PERSPECTIVE '61, Feb. 20) was very helpful indeed; I should appreciate your mailing 10 reprints to me here for distribution to clients and account supervisors. . . . —*G. Wrights Briggs Jr., Radio/Tv Director, BBDO, Boston.*

EDITOR: Your magazine fills a need for information in the world of radio and tv stations and the advertising agencies which use them. . . .

We would like 20 reprints of the section on fm. . . . —*Sydney Abrams, General Manager, KMCS-FM Seattle.*

EDITOR: May we congratulate you on the excellent coverage of fm, Please send us 100 reprints. . . . .—*Everett B. Cobb, Owner, KNEV-FM, Reno, Nev.*

EDITOR: . . . We are interested in 800 reprints fm story. . . . —*Joseph C. Windler, WFIL-FM Philadelphia.*

EDITOR: Please send me 20 reprints. . . . May I commend you on the excellent job you did on *the* perfection medium? Keep up the good work to help make fm the economic success that it is destined to be. . . .—*George R. Kravis, Kravis Radio Enterprises, Tulsa, Okla.*

EDITOR: . . . We found the rundown on fm's current status very informative and are making good use of it. Thank you for using our FMBS material in this section. With everyone working together as they are, I'm sure the unknowns in fm broadcasting will soon disappear.—*John T. Hartigan, Secretary, Fm Broadcasting System, Inc., Chicago.*

Refreshing

EDITOR: . . . I was impressed with the accuracy of the story ("Should networks control shows?" PROGRAMMING Feb. 20), especially in view of the fact that I was not speaking from a prepared text . . . It is refreshing indeed, to read a report on such a meeting and have it reasonably accurate.—*George A. Bolas, Vice President, Tatham-Laird Inc., Chicago.*

Important audience

EDITOR: On behalf of the board of the Advertising Council, I would like to . . . thank you for your generosity in running the council's two-page annual advertisement in BROADCASTING. . . . The audience your magazine reaches is one which we feel is particularly important.

A reprint of the advertisement will be sent to some 5,000 top executives in business, advertising and media. . . . —*Theodore S. Repplier, President, The Advertising Council, Washington.*

Impressed

EDITOR: I have always been impressed with the thorough coverage that BROADCASTING gives to the television, radio and advertising industries. . . . As you might imagine, I'm a consistent reader of your book. . . . I find it keeps me well informed in all areas of our profession.—*William F. Siegel, Director of Advertising, Schick Inc., New York.*

Booster

EDITOR: I have always taken to heart your editorials about radio and tv people becoming increasingly involved in chamber of commerce activities, etc.

I have been selected to head a new committee, "Member Relations Committee," in which the finest men of the town are members. I received permission to form a subcommittee to prepare a tv and visual film strip and keep radio stations supplied with booster spots. My subcommittee will include Emroy Williamson of WDEF-TV, who will prepare the film strip and tv announcements, and Bill Valentine of WDOD, who will keep after the radio stations. —*Walter H. Stamper, Commercial Manager, WAPO Chattanooga.*

Hidden commercialism?

EDITOR: We were approached recently and asked to run an on-the-air promotion for a transistor radio set. Free sets would be given us for prizes. When we asked about sponsorship the answer was "no."

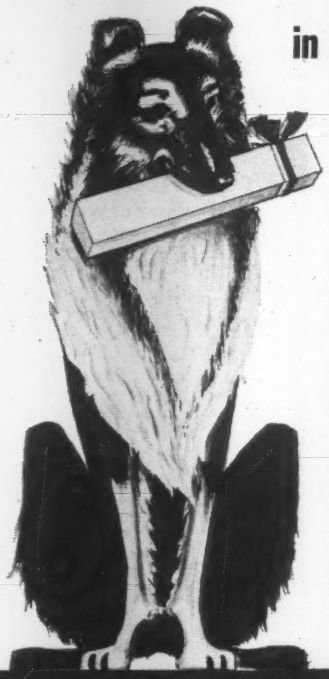
This type of promotion is not acceptable at WCAP. We know other stations accepted the offer. Is this not in direct conflict with FCC rules as to hidden commercialism?—*Ike Cohen, General Manager, WCAP Lowell, Mass.*

[NAB counsel is of the belief that if the company promoting the radio sets is not identified as the advertiser, such on-the-air promotion would appear to be hidden commercialism, in violation of Sec. 317 of the Communications Act.]

European in name only

EDITOR: . . . A reference in your magazine (INTERNATIONAL, Dec. 5, 1960) to the European Broadcasting Union (not Association) is headed "Europeans open session."

As six of the major American networks and broadcasting associations are among our associate members, I would like to bring you more into the picture about this union. Its work is world wide and is far from being restricted



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CHATTANOOGA, TENNESSEE

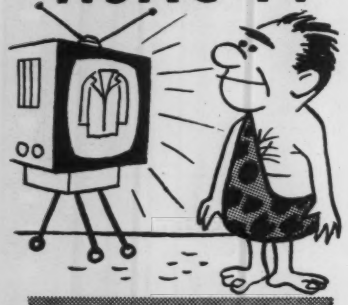
WRDW-TV

AUGUSTA, GEORGIA

WBOY-TV

CLARKSBURG, WEST VIRGINIA

What they see on WJAC-TV



THEY BUY!

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HARRINGTON, RIGHTER AND PARSONS, INC.

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Atlanta Los Angeles San Francisco

to European broadcasting affairs, and the Americans present at our Madrid general assembly were there with full rights as representing associate members and not merely as observers. . . . —*C. Gillieron, Director, European Broadcasting Union, Geneva.*

Right city, wrong state

EDITOR: BROADCASTING (BROADCAST ADVERTISING, Feb. 20) shows a picture of Dr. Jonathan Karas of Karas & Associates, performing a television commercial. Should not the address be Durham, New Hampshire, rather than North Carolina, as stated in the article,—*D. A. Rock, General Manager, WSMN Nashua, N. H.*

[The writer now knows that all Durhams are not in North Carolina.]

OCCASIONS

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 13-17, 20-22 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

March 13-17, 20-22 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

March 13-17, 20-22 (10:30-11 a.m.) **Play Your Hunch**, part.

March 13-17, 20-22 (11-11:30 a.m.) **The Price Is Right**, part.

March 13-17, 20-22 (12:30-12:55 p.m.) **It Could Be You**, part.

March 13-17, 20-22 (2-2:30 p.m.) **The Jan Murray Show**, part.

March 13-17 (12-12:30 p.m.) **Truth or Consequences**, part.

March 13-17 (3-3:30 p.m.) **Young Dr. Malone**, part.

March 13-17 (3:30-4 p.m.) **From These Roots**, part.

March 13-16, 20-22 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

March 15, 22 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

March 15, 22 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

March 16 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

March 17 (9-10 p.m.) **The Bell Telephone Hour**, AT&T through William Esty.

March 18 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

March 18 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

March 18 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

March 19 (6-6:30 p.m.) **Meet the Press**, co-op.

March 19 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

March 19 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

March 21 (10-11 p.m.) **Our Man in Hong Kong**, sust.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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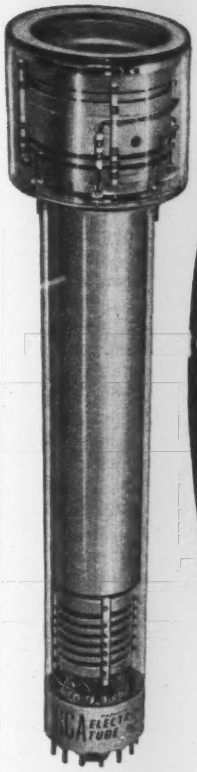


NEW RCA 7293-A FIELD-MESH IMAGE ORTHICON

prevents highlight "ghost" and "portholing"

You'll be amazed at the picture quality you get with the new RCA 7293-A! A unique combination of design features provides a picture that is essentially free of distortion and free of shading at the sides and corners of the screen. In addition, the tube effectively suppresses objectionable "highlight ghost"—an effect usually encountered when a light subject is televised against a dark background.

The 7293-A offers many design advantages:

ANTI-GHOST DESIGN. "Ghost" (or highlight flare) is prevented when the tube is operated well "above the knee" in black-and-white cameras.

ANTI-PORTHOLE DESIGN. Tube provides uniform background right to edge and corners of picture! Suppressor grid in electron gun re-shapes focusing field to produce a blemish-free background.

EXTREME PHOTOSENSITIVITY. Equivalent to film rated ASA 8,000! Only 10 foot-candles of incident light are required to produce commercially acceptable pictures!

HIGH SIGNAL-TO-NOISE RATIO. Low noise component—another benefit of the suppressor grid.

HIGH RESOLUTION AND CONTRAST. Inherent high resolution and high contrast enhanced by use of field mesh resulting in razor-sharp transition from black to white and improved corner focus.

HIGH SIGNAL-CURRENT OUTPUT. Due to extremely high photosensitivity and high-gain multiplier.

For full information on the RCA 7293-A—the camera tube that represents a major step forward in camera pick-up—write Commercial Engineering, RCA Electron Tube Division, Harrison, N. J. For prompt tube delivery for your station operation, call your RCA Industrial Tube Distributor.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

MONDAY MEMO from JOSEPH A. CASTOR, president, Castor & Assoc., L. A.

How to get to the customer before he gets to the market

Retailers have a most exacting yardstick for measuring advertising effectiveness—sales!

When yours is a client whose outlets have the modern franchise relationship to the parent corporation, then the local agent really is in business for himself; and he has a retailer's attitude toward the results of his advertising expenditures. He is not interested in statistics and post mortems. He does not need creative testing to determine if an advertising campaign is of value to him.

A retailer knows a certain amount of institutional advertising is beneficial and necessary but, after a dollar point in his budget, he is not sophisticated about cost per thousand, audience in depth, share of the consumer mind, and other Madison Avenue smoke screens. Advertising industry jargon gets its coldest reaction at the point of sale, and the "tap-dancing" is recognized for what it is—a camouflage for failure to deliver.

Finding Movers ▪ The challenge of advertising for a retailer is even greater in the long-distance moving field. For no salesman can talk anyone into moving; the job is to locate the family already planning to move, to find this potential customer before the competition does.

Since a source of qualified leads is clearly needed, any number of the standard lead-developing advertising techniques should provide the answer. But the moving industry is federally regulated and the Interstate Commerce Commission specifically prohibits moving organizations from offering inducements directly to the moving family. How, then, to zero in on a potential mover and not incur ICC censure? This, along with the question of which medium best reaches the income group that most uses the services of long distance movers, had to be answered before a campaign could be developed to meet the exacting advertising needs of North American Van Lines.

The Case for Fm ▪ We decided fm would be our medium because audience surveys describe the fm audience in terms closely paralleling my client's own surveys, which indicate that their best potential customers are in the upper middle and upper income groups —married, ages 25 to 44 and in professional, executive, engineering, sales and management positions.

With these facts and another key piece of information—namely, that there is a time lag between the date a family decides to move and the time this fact becomes known commercially —we developed a plan to produce specific results. We offered a free record album of fine music to those friends, neighbors or relatives (not the mover himself) who would supply the North American Van Lines agent with the name of a family contemplating a move.

Since we were to communicate with middle and upper income groups, it was suggested that a free gift in the value range of a long-play album might receive little or no response. But here our long experience with network prize and give-away shows satisfied us that people, regardless of income, enjoy a bargain and a free gift.

The possibility also was suggested that people in these groups might refuse to respond to an offer that would bring salesmen calling on and annoying friends or relatives contemplating a move. But we relied on North American Van Lines itself to carry us over this obstacle, confident that the NAVL image and prestige would remove any fears or doubts about the way the information would be handled by NAVL agents.

The Proof ▪ Our premises and assumptions proved correct. We first made the free album offer in two markets, using an equal number of am-fm and pure fm stations. Initial response indicated we were on target. Evaluation showed that the pure fm leads had the highest conversion factor and we have used pure fm exclusively since.

Our most recent effort, using 15 pure fm stations in Los Angeles, San Francisco and San Diego, brought nearly 1,500 names of families with moving plans. NAVL agents have converted approximately 15% of these leads to orders for service and an additional 5% are unresolved.

The buys at these 15 stations are made on a basis that provides self-policing of the client dollar in terms of results. The station is given the copy and a budget to work out. But the schedule is left to the station on the premise that it knows its audience best. This puts the station fully on the North American Van Lines' sales team. If the response is good, the budget continues and is often increased.

If the results are disappointing, the station is the first to know and suggest remedies. Result: the closest working cooperation between station and agency.

Double Duty ▪ A secondary benefit of this campaign is the constant repetition of the NAVL trade name. In most advertising for the moving industry, identity to the proper audience is the primary aim. We have been able to deliver a tangible sales tool in the form of leads and the all-important brand image to the audience with the highest customer potential, all for the same advertising dollar.

In the past, visits to NAVL agents to evaluate the effectiveness of my work were quite different from current talks. We now discuss specific leads, circumstances and factors of jobs booked and reasons and errors relating to the ones that are missed.

We are currently working on refinement of the procedures to obtain the maximum conversion of these fm leads. Here the agency must truly become expert in every aspect of the sales procedure and here specialization produces the only results that seriously merit the attention of the client—sales.

Joe Castor, a native of Aguilar, Colo., is a graduate of Regis College in Denver and served overseas as a Marine captain in World War II. He formed Castor & Assoc. after managing KSFT Trinidad, Colo., and selling time for KMYR Denver. He has specialized in public relations for such clients as Blue Cross and Blue Shield, Kuppenheimer Clothes, Montgomery Ward, Master Lock and Minnesota Mining & Mfg. Co. For NAVL he also handles advertising in the 11 western states.

CAPITAL TYPES #8

CLOCK WATCHER

Fascinated by slow movement: cows grazing, goldfish and English drawing room comedies. Conscientiously reads labels on cereal boxes. Accident prone; once had ceiling fall on him. Quick only in turning to WTOP Radio, the station *important to people* in the Greater Washington area.

WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

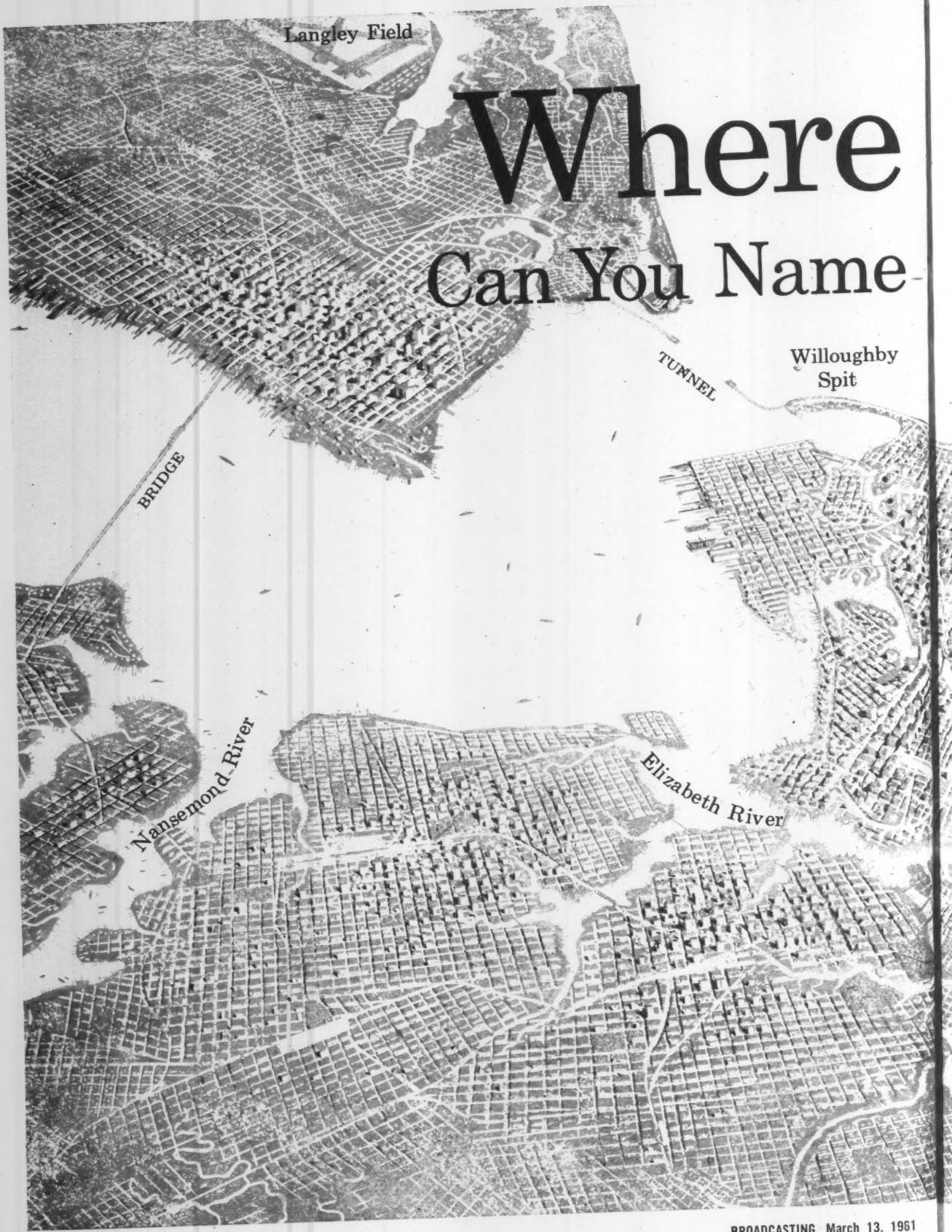
Operated by

THE WASHINGTON POST BROADCAST DIVISION:

***WTOP RADIO** Washington, D. C.*

***WTOP-TV** Channel 9, Washington, D. C.*

***WJXT** Channel 4, Jacksonville, Florida*


Langley Field
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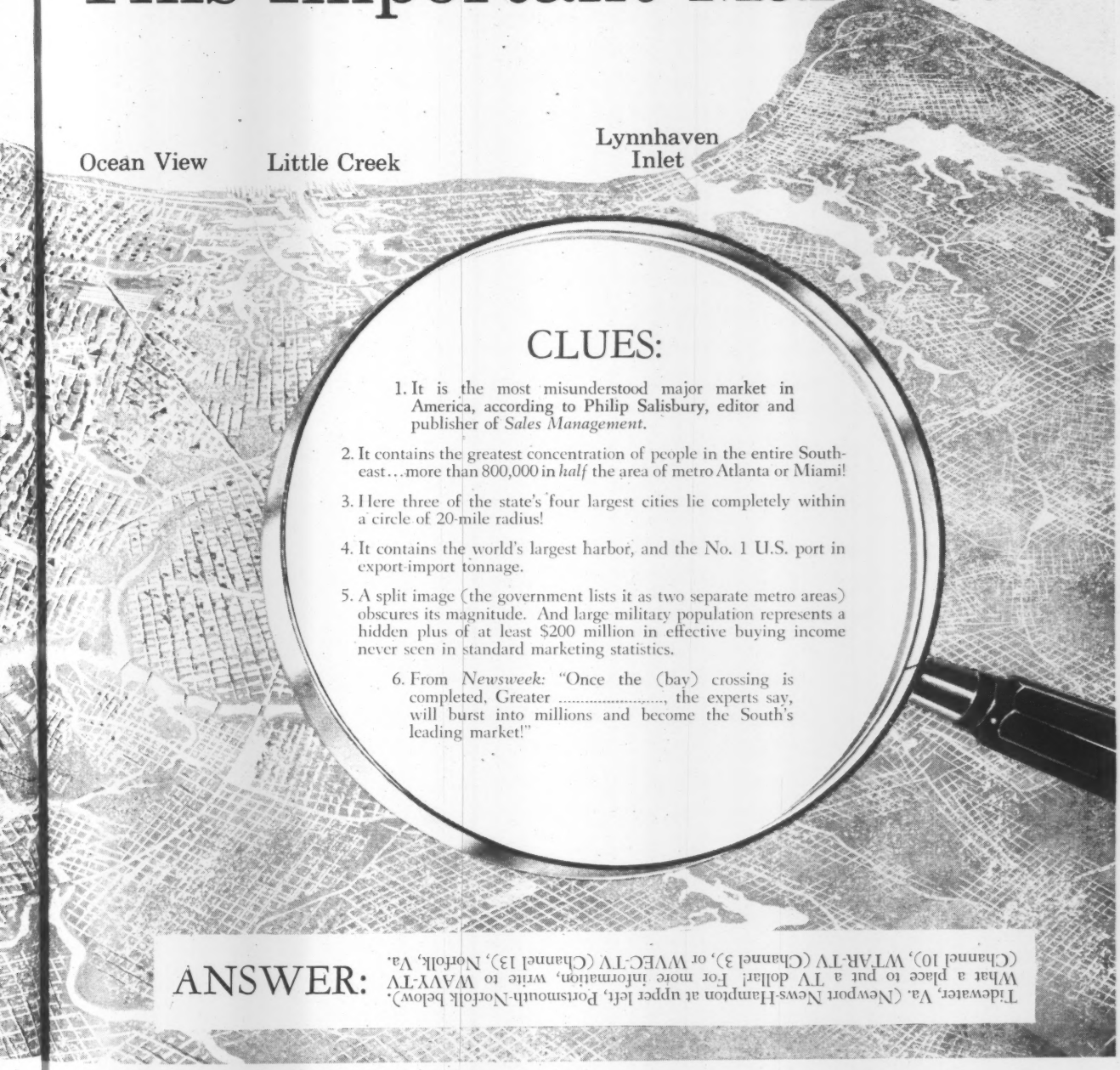
Can You Name
TUNNEL
Willoughby
Spit
BRIDGE
Nansemond River
Elizabeth River

Are You?

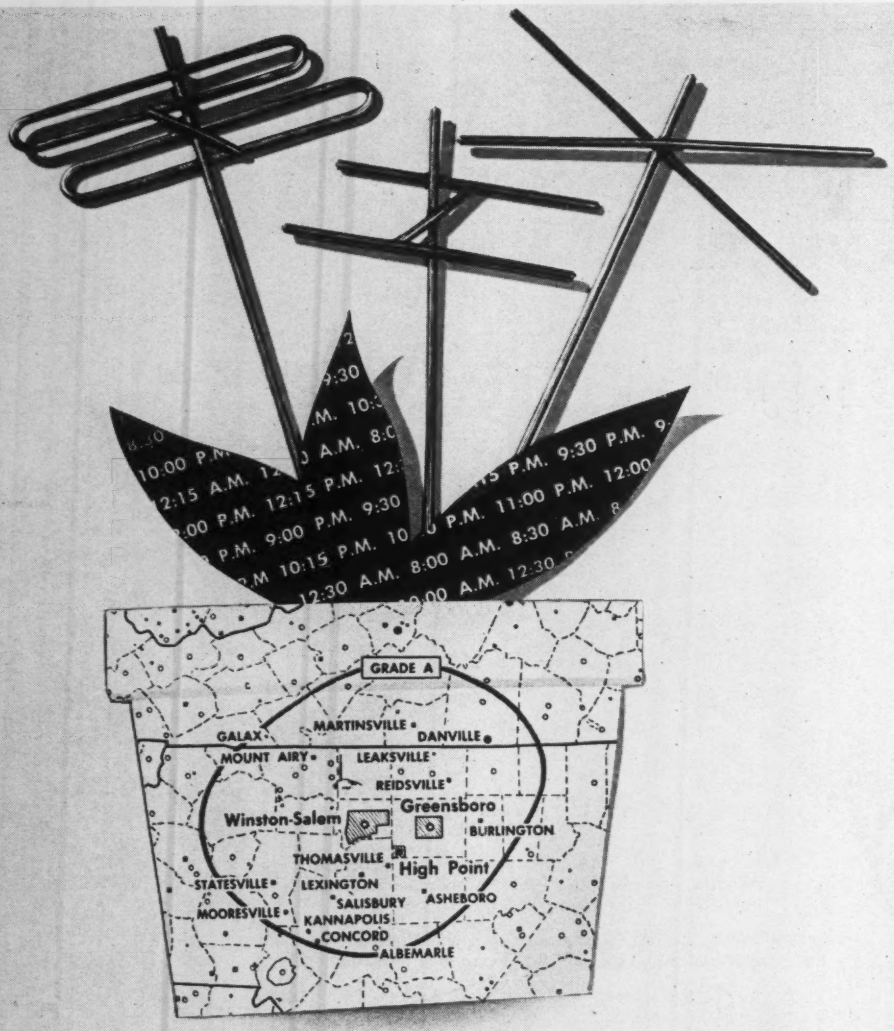
This Important Market?



CLUES:

1. It is the most misunderstood major market in America, according to Philip Salisbury, editor and publisher of *Sales Management.*
2. It contains the greatest concentration of people in the entire Southeast...more than 800,000 in *half* the area of metro Atlanta or Miami!
3. Here three of the state's four largest cities lie completely within a circle of 20-mile radius!
4. It contains the world's largest harbor, and the No. 1 U.S. port in export-import tonnage.
5. A split image (the government lists it as two separate metro areas) obscures its magnitude. And large military population represents a hidden plus of at least $200 million in effective buying income never seen in standard marketing statistics.
6. From *Newsweek:* "Once the (bay) crossing is completed, Greater ....., the experts say, will burst into millions and become the South's leading market!"

ANSWER: Tidewater, Va. (Newport News-Hampton at upper left, Portsmouth-Norfolk below). What a place to put a TV dollar! For more information, write to WAVY-TV (Channel 10), WTAR-TV (Channel 3), or WVEC-TV (Channel 13), Norfolk, Va.



Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of a bigger retail sales market than any other station

WSJS television

Winston-Salem / Greensboro

CHANNEL 12

MST

PETERS, GRIFFIN, WOODWARD—REPS.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 13, 1961 Vol. 60 No. 11

HOW WILD CAN WILD SPOT GET?

If SAG gets its way, residual payment costs will skyrocket

Agencies say they are buying an announcement, not a program

A new question arose last week to plague broadcasters, spot advertisers and agencies—and potentially hundreds of thousands of advertising dollars were hanging on the answer.

The question: Is a "wild spot" television commercial always a "wild spot" —or is it sometimes a "local program commercial"?

If many commercials that have been construed as wild spot are from now on held to be local program commercials—as the Screen Actors Guild wants them construed—the cost in added residual payments to performers could skyrocket to a point where, in the opinion of some agencies, whole patterns of spot buying might change and stations might take a new look at their clearance of some of their network programs.

What is the answer? There is a sharp difference of opinion, depending on whether the Screen Actors Guild or advertising agencies are replying. There can be a highly substantial but indeterminable amount of money in extra residual payments to performers in filmed commercials if SAG backs up its determination to enforce its interpretation of what constitutes a wild spot and a local program commercial. And it also can mean that such magazine-concept network programs as *Today* and the *Jack Paar Show*, which permit "cut-aways" for local advertisers, and perhaps even co-op network tv programs will face stern re-appraisal by advertisers and their agencies.

The background to this developing situation, uncovered by BROADCASTING last week, is this: Last fall, SAG notified an advertising agency that, on behalf of one of its clients buying into the *Paar* program, approximately $26,000 was owed to performers retroactively in residual payments. The union contended that the agency had been paying on the basis of the wild spot residual rate, while actually the film commercial should have been paid on the basis of a local program use (which often is higher). After considerable discussion, the union agreed to hold the matter in abeyance and the agency has not paid. (Incidentally, this agency no longer orders *Paar* for its client).

Agencies in Turmoil ▪ A check by BROADCASTING of various leading advertising agencies revealed they were dismayed—and many were extremely annoyed—by SAG's interpretation. SAG admittedly has not moved in against agencies generally unless a performer has complained, but various agency officials disavowed SAG's interpretation and were unanimous in the opinion that clarification should be sought.

"I certainly wouldn't want to be sandbagged with a whopping bill from SAG after I had paid on a wild spot basis and found out the union said I should pay for a program use," one agency man commented. "Wouldn't I look silly and what would my client [the sponsor] think?"

The union's position is that the SAG contract for several years has specified that a commercial is a wild spot if it is broadcast by "non-interconnected single stations" and (a) is used independent of any program or (b) is used on local participating programs. The only other possibility, SAG noted, is if for some reason the network sold a show to a station in a given city and local commercials thereon were treated

Continued on page 30

Fall programming begins to take shape

WEEKENDS MOSTLY SOLD; MONDAY-THURSDAY HALF FIRM; FRIDAY OPEN

Network-bound advertisers are getting down to the fine art of negotiation for the fall season.

Compared with a month ago (BROADCASTING, Feb. 6) when buying by General Foods and Procter & Gamble sparked initial purchasing for the 1961-62 season, most program designations are complete.

Additional advertisers are being signed and "critical" time periods ironed out in the process.

Agencies last week already could point to a prime-time schedule that indicates advertiser order or option on a flock of shows, including new programming and renewals for next season (see pages 28 and 29 for latest details on program titles and advertisers sponsoring them).

The rush of orders comes well in advance, with BROADCASTING's summary appearing nearly seven months ahead of the start of the 1961-62 season:

The networks are most sold on the weekends. Advertisers have filled twice as many time periods on Saturday and Sunday nights than remain unsold.

Of the weeknights, Monday appears to have more time sold than unsold while Tuesday, Wednesday and Thursday run about equal in time committed to that available. Friday, mostly because of NBC-TV's unsettled program plans, is the least sold.

Advertiser Options ▪ What keeps the schedule from filling faster at this time: Advertiser options which exist for many hour-long shows but do not appear in the table because they cannot be confirmed.

The advertiser option also blurs the exact status of some carry-over programming from the current season. On CBS-TV, for example, there are a few shows where advertisers which appear in the table are the same now continuing in the programs. Each of these advertisers has an option to renew but one that need not be exercised for some time as yet. Where it is apparent from available sources that these advertisers will renew, they have been entered.

The feature film period on NBC-TV (Saturday, 9-11 p.m.) is marked "available" in the table, even though that time block already is "substantially sold" for the start of the next season. The options are yet to be confirmed and thus cannot be reported.

For network schedules see pages 28-29

A DETAILED LOOK AT FALL TV SCHEDULES

The blank spaces in this table testify to progress made by the networks in programming and selling next fall's prime-time schedule more than nine months in advance of the 1961-62 season.

The table shows next fall's night-time programs as they've been penciled in, who packages them, the time of night they are scheduled and the advertisers (with their agencies) which will sponsor them. "Available" denotes either an unsold period, or as is the case in many of the hour-long shows, a reluctance to disclose "bits and pieces" of a show contracted for.

Agencies are in parentheses ( ); production firms in brackets [ ]; New shows are in boldface.

In using this chart, there are two things to bear in mind: (1) the schedules are not firm, with shows continuing to change until almost the eve of the fall season, but (2) the changes will be fewer and not as severe from this point on.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**The Hunters** Available [20th Century]	*Dennis the Menace* Kellogg (Burnett) Best Foods (GB&B) [Screen Gems]	**Walt Disney** RCA (JWT) Eastman Kodak (JWT) [Disney]
8:00		*Ed Sullivan* Colgate-Palmolive (Bates) Half available [CBS]	
8:30	*Lawman* Whitehall (Bates) R. J. Reynolds (Esty) [Warner]		**Snow Whites** P&G (B&B) [Nat Hiken]
9:00	**Bus Stop** Brown & Williamson (Bates) alt. ½ Available [20th Century]	*GE Theatre* General Electric (BBDO) [Revue]	*Bonanza* Chevrolet (Campbell-Ewald) [NBC]
9:30		*Jack Benny* State Farm Mutual (NL&B) Lever (SSC&B) [Gomalco]	
10:00	**Asphalt Jungle** Available [MGM]	*Candid Camera* Bristol-Myers (Y&R) Lever (JWT) [Banner-Funt]	**DuPont Theatre** DuPont (BBDO) [NBC]
10:30		*What's My Line* Sunbeam (Perrin-Paus) Kellogg (Burnett) [CBS-Goodson-Todman]	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**The Force** Available [Warner]	**Alvin** General Foods (B&B) [Format Films]	*Wagon Train* R. J. Reynolds (Esty) National Biscuit (M-E) Ford (JWT) Revlon (?) [Howard Christie]
8:00		*Father Knows Best* (repeats) Available [Screen Gems]	
8:30	**Top Cat** Bristol-Myers (Y&R) Kellogg (Burnett) [Screen Gems]	**Beach Front** Available [CBS]	OPEN Lever (O-B&M) American Tobacco (SSC&B)
9:00	*Hawaiian Eye* P. Lorillard (L&N) Available [Warner]		*Perry Como* Kraft (JWT) [Roncom]
9:30		**Mother is a Freshman** General Foods (Y&R) [Four Star]	
10:00	*Naked City* Brown & Williamson (Bates) alt. ½ Available [Screen Gems]	*U. S. Steel & Armstrong* U. S. Steel (BBDO) Armstrong (BBDO) [Theatre Guild] [Talent Assoc.]	10-10:30 OPEN 10:30-11 **Brinkley's Journal** or 10-11 *Dinah Shore & AT&T Specials* (See Friday)
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Ozzie & Harriet* Coca-Cola (M-E) Half available [Stage 5 Prod.]	**Gunslinger (?)** [CBS]	*The Outlaws* Union Carbide (Esty) ⅔ available [NBC]
8:00	*Donna Reed* Ralston-Purina (?) 7-Up [Screen Gems]		
8:30	*Real McCoys* P&G (Compton) [Irving Pincus]	**Fasten Your Seat Belt (Bob Commings)** Brown & Williamson (Bates) Kellogg (Burnett) [Laura Mack]	*Groucho* Available [Filmcraft Prod.]
9:00	*My Three Sons* Chevrolet (C-E) [Fedderson]	**The Defenders (?)** Prudential Insurance (?) (Reach, McClinton) [CBS]	*This Is Your Life* American Home (?) [Ralph Edwards]
9:30	OPEN P&G (Unassigned)		*Ernie Ford* Ford (JWT) [Bob Finkel Prod.]
10:00	*Untouchables* Available [Desilu]	*CBS Reports/ Face the Nation* [CBS]	*Mitch Miller* R. J. Reynolds (Esty) Ballantine (Esty) [Wm. Hobin]
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* American Tobacco (BBDO) Thirds available [Warner]	*To Tell the Truth* American Home (Bates) [CBS]	*The Americans* Union Carbide (Esty) ⅔ available [NBC]
8:00		*Pete and Gladys* Goodyear (Y&R) Carnation (EWR&R) [CBS]	
8:30	*Rifleman* P&G (B&B) [Four Star]	**Robert Young** Scott Paper (JWT) Toni (North) [Rodney Young]	*Price is Right* P. Lorillard (L&N) Lever (BBDO) [Goodson-Todman]
9:00	*Surfside Six* Brown & Williamson (Bates) Alt. ½ Available [Warner]	*Danny Thomas* General Foods (B&B) [Marterto]	**87th Precinct** [Hubbell Robinson-NBC] (or) **Dr. Kildaire** [MGM]
9:30		*Andy Griffith* General Goods (B&B) [Griffith Corp.]	
10:00	*Adventures in Paradise* Available [20th Century]	*Hennesey* General Foods (Y&R) P. Lorillard (L&N) [McGuire-Cooper]	*Thriller* American Tobacco (SSC&B) Thirds available [Hubbell Robinson Prod.]
10:30		*I've Got a Secret* Bristol-Myers (DCS&S) R. J. Reynolds (Esty) [Goodson-Todman]	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Bugs Bunny* General Foods (B&B) Two-thirds available [Warner]	**Dodge City** (Gunsmoke Reruns) Local sale [Norman [Macdonnell Prod.]	*Laramie* Available Union Carbide (Esty) ⅔ available [Revue-NBC]
8:00	*Bachelor Father* American Tobacco (Gumbinner) Half available [Harry Ackerman Prod.]	**Dick van Dyke** P&G (B&B) [Marterto]	
8:30	**Calvin and the Colonel** Lever (JWT) American Home (Bates) [Gomalco]	*Dobie Gillis* Pillsbury (Burnett) Philip Morris (Burnett) [20th Century]	*Alfred Hitchcock* Lincoln-Mercury (K&E) [MCA]
9:00	**Las Vegas** Brown & Williamson (Bates) alt. ½ Available [Warner]	*Tom Ewell* Quaker Oats (JWT) P&G (Burnett) [Four Star]	**Dick Powell** Available [Four Star]
9:30		*Red Skelton* S. C. Johnson (FC&B) [Cecil Barker Prod.]	
10:00	*Alcoa Hour* Alcoa (F&S&R) [Revue] (or) *Bell & Howell Specials* Bell & Howell (M-E) [ABC]	*Garry Moore* Available [Red Wing Prod.]	**Cain's 100** Available P. Lorillard (L&N) ⅔ available [MGM]
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Room for one More** Available [Warner]	*Rawhide* Available [Four Star]	**Big Tent (?)** Available [NBC]
8:00	**The Hathaways** Ralston-Purina (GB&B) R. J. Reynolds (Esty) [Screen Gems]		
8:30	*Flintstones* Miles (Wade) R. J. Reynolds (Esty) [Screen Gems]	*Twilight Zone* Available [Rod Serling- Wm. Self Prods.]	**Concentration** Available [NBC]
9:00	*77 Sunset Strip* Available [Warner]	*Route 66* Marlboro (Burnett) Sterling Drug (D-F-S) Chevrolet (C-E) [Screen Gems]	OPEN
9:30			OPEN
10:00	**The Corrupters** P. Lorillard (L&N) Available [Warner]	Hour Show (TBA)	*Dinah Shore* alt. with *Telephone Hour* (?) (See Wednesday listing)
10:30		Available	

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Roaring 20's* Ralston-Purina (GB&B) Available [Warner]	*Perry Mason* Participating Sponsors [Paisano Prod.- CBS]	*Tales of Wells Fargo* American Tobacco (SSC&B) Thirds available [Overland]
8:00			
8:30	*Leave it to Beaver* Ralston-Purina (GB&B) Third available [Gomalco Prod.]	*Checkmate* Brown & Williamson (Bates) Lever (OB&M) Kimberly Clark (FC&B) [Revue- Jack Benny]	*Tall Man* R. J. Reynolds (Esty) Half available [Overland Prod.]
9:00	*Lawrence Welk* J. B. Williams (Parkson) Half available [Telekew]		**Feature Films** Some available Participating sponsors [20th Century Fox]
9:30		*Have Gun, Will Travel* Lever (JWT) Whitehall (Bates) [CBS]	
10:00	*Fights* Gillette (Maxon) Half available [Sports Programs Inc.]	*Gunsmoke* Johnson's Wax (FC&B) Remington Rand (Y&R) L&M (D-F-S) [Norman [Macdonnell Prod.]	
10:30			

HOW WILD CAN WILD SPOT GET continued

as "local participating spots." SAG said this possibility is rare. All other uses of a commercial, SAG insists, shall be considered program uses.

The crux of the issue seems to be this: the union claims agencies are buying a program; agencies insist they are buying an announcement not connected to a program.

The Cut-Away ▪ The *Paar* and *Today* programs and several others permit so-called "cut-aways"—time for the sale of commercials on behalf of a national spot or local advertiser in a local market or a group of markets. These are inserted when the network program cuts away. The union acknowledges that such cut-away commercials fulfill the test of being carried on a non-interconnected station but contends they fail to meet the requirement of being a commercial used independent of the program and of being in a local participating program. (Normal station breaks are considered wild spots by SAG).

Though the *Jack Paar Show* and *Today* offer the largest number of local cut-aways, with approximately 12 and 8 respectively each day, other network programs follow similar practices on a more limited basis. Currently, sales authorities report, NBC-TV offers cut-aways once a week on *The Americans, Acapulco, Michael Shayne, Detective, Happy, One Happy Family* and *Shirley Temple Storybook*. CBS-TV offers cut-aways on *The Aquanauts* and ABC-TV on *American Bandstand*. Indications are that networks plan to open up other network programs in the fall.

A crucial significance of this interpretation is that residual costs could be raised astronomically for advertisers using cut-aways in a substantial number of markets, particularly if the use is in large cities. For example, the advertising agency that had used Paar offered these payment statistics on a hypothetical campaign: It would cost only $1,646.60 under wild spot requirements for a 13-week cycle for a one-minute film commercial with four on-camera performers and a voice-over announcer on *Paar* cut-aways in 21 markets, including the basic 12 markets listed in the new SAG contract. It would cost $6,363.50 for the same use of the commercial on the same stations if it is considered a "program use."

A group of agencies questioned by BROADCASTING last week were inclined to dispute SAG's interpretation. Their belief was that the language of the contract was not sufficiently clear on this subject.

Agency Interpretation ▪ Some agency executives were reticent to reveal how they treated cut-away commercials, but others acknowledged that in their reports to the union, they treated them as wild spots and paid on that basis.

Their position is that *Paar* is exactly the same as a "late movie" program. They insist the cut-away buys are bought from a local station and the commercials have "no identification" with *Paar* or similar programs. They noted there are no "lead-ins," which are characteristic of program commercials.

SAG last week was thinking of monitoring local commercials on magazine-concept programs. They acknowledge that policing of cut-aways is difficult and they generally have acted only if a performer has complained. They insist this is not a new interpretation of the clause.

A union official pointed out that SAG has relied on "the integrity" of agencies in reporting the use of commercials. He was quick to add that in instances—and he thought there were some—when an agency listed a commercial as a wild spot when actually (in SAG's view) it was a "program commercial," the agency was not intending to cheat but was acting according to its own interpretation.

Many agencies agreed that this situation is in "a gray area" and subject to varying interpretations. Some voiced the opinion that a committee of the American Assn. of Advertising Agencies might want to review the matter and perhaps consult with the union to devise an "equitable" solution.

Co-Op Problem ▪ Some agency men felt SAG's interpretation raises another question. They pointed out certain network cooperative tv programs are fed to stations for sales to local advertisers. Would these be treated as wild spot or local program?

A SAG official said that if the co-op program is sold by the network to a local station and the outlet offered the program as a local participating program, the commercials on it would be treated as wild spot. Otherwise they would fall within the framework of local program commercials.

After a long discussion with BROADCASTING, the SAG official said: "Maybe this area requires clarification. We think the contract is clear and explicit. But perhaps we ought to send out a memorandum making the situation crystal clear."

NBC-TV officials were reluctant to comment on the situation. They pointed out that it appeared to be a "matter of contract interpretation" between the union and agencies.

"If we have to pay these extreme charges," one agencyman muttered, "we'll just pull out of these shows and go into late movies. But I'm sure this whole matter can be straightened out."

ABC-TV to lengthen prime station breaks

ABC-TV authorities reported unofficially last week they're set to go with their plan to give affiliates an extra 10 seconds of evening station-break time to sell to national spot and local advertisers, starting with the new fall season.

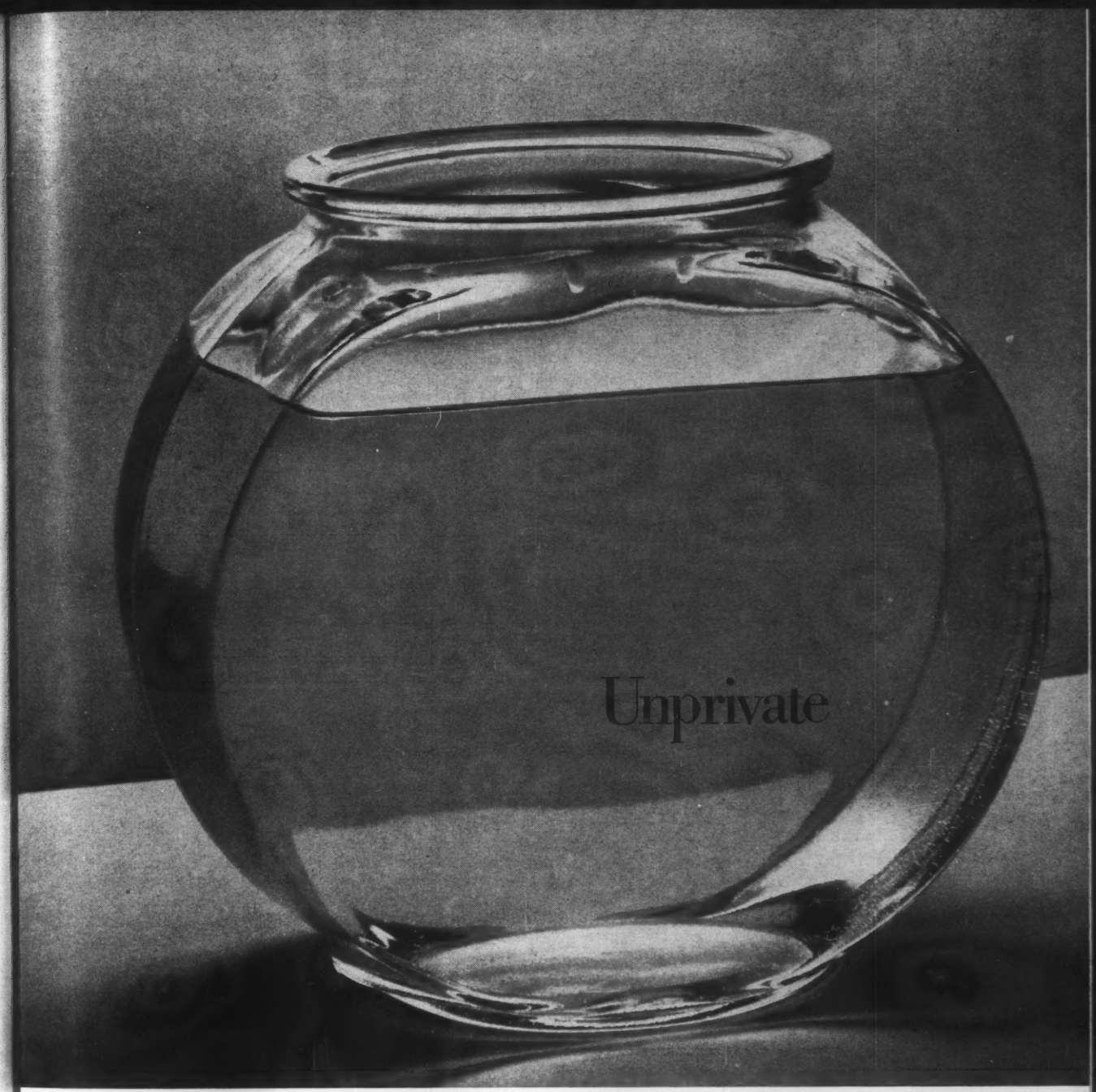
Instead of having 30-second breaks, ABC-TV affiliates will get 40-second breaks between all prime-time programs (but station breaks within hour-long programs will not be thus expanded). In return for the extra selling time, the affiliates will be expected not to use it to create triple-spot positions, but rather to limit the 40-second total to a maximum of two advertisers (usually two 20-second commercials, although the time might also

How to turn tornado loss into potential profit

Client-agency-media cooperation can produce commericials as timely as news. Allstate Insurance Cos., Leo Burnett Co. and NBC-TV proved it last week upon the last whiff of the tornado that caused $7 million damage to 3,000 buildings in Chicago on March 4.

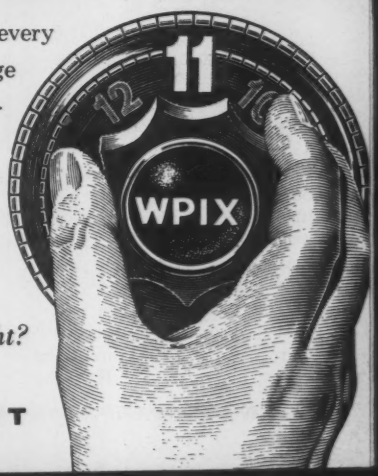
As Allstate teams of damage appraisers swarmed into the disaster area, a film crew from Joel Willard Productions, Chicago, documented testimonials from Allstate customers who were pleased about the immediate compensation for their losses. Burnett copywriter Rudy Perz worked around the clock Monday and Tuesday editing the films and preparing script for the two-minute commercial that was produced Tuesday on video tape at the commercial vtr center of WNBQ (TV) Chicago. Late Tuesday the finished product was fed to network centers in New York and Los Angeles for insertion in Allstate's NBC-TV program, *Thriller*, that night. Burnett hoped also to substitute the tornado commercial for Allstate on CBS-TV's *What's My Line* yesterday (Sunday).

Others involved in the fast production effort included Gordon Minter, vice president in charge of commercial production, and Pete Weber, commercial service manager on the Allstate account, both Burnett, and Bill Huffman, manager of video recording sales, WNBQ.



The programming standards of a television station are exposed every minute of every hour of every day. All you need do is *look* to see that WPIX-11, New York's Prestige Independent, has the "network look" . . . network-proved and network caliber programs night after night. Programs like M Squad, Air Power, the Honeymooners, Mike Hammer, You Are There. When you, the advertiser, painstakingly produce TV commercials, you have a right to expect they will be presented in programs that do justice to your product *and* your company. WPIX-11 is the only New York Independent Television Station qualified to display the Seal of Good Practice.

where are your 60 second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

be split into a 30 and a 10).

The plan brought something short of gushing enthusiasm from agencies whose programs will be lopped by 10 seconds to "create" the extra time being allotted to stations. Whether they like to think about it or not, they and other agencies face the possibility of similar requests from the other networks: some NBC-TV affiliates, for example, are known to be eyeing the ABC-TV gambit with the thought of pressing for similar rights.

But the opposition is not always unanimous within an agency. An informal canvass of some of the leading ones last week produced evidence of mixed reactions. A top executive at one of ABC's big customers, for instance, put it this way: "Our program department doesn't like it because it's cutting that much off our air time. But our media department loves it because it's creating new positions for national spot business."

A television official at another leading ABC client expressed the views of a number of others when he said: "Nobody likes the idea, except maybe locally." He also was braced for similar moves by NBC and CBS: "What one network gets away with, the others usually want, too."

Two executives at a single agency offered varying reactions. One, alluding to charges that some stations "clip" network time to cadge a few extra seconds for local selling, speculated that "if stations cheat with 30 seconds, they really will cheat with 40." The other, professing mixed feelings, thought the 40-second move "means just that much more commercial stuff in between," but felt that the "clipping" threat need not be too dangerous "if it can be adequately policed."

Thompson: top markets grew most from 1950-60

Of 28 million added to the U. S. population between 1950 and 1960, 25 million were in the top 199 markets. This select group is styled *The Cream of Your Market* by J. Walter Thompson Co., which profiled the big concentration of sales prospects in a booklet by that name.

The agency has made available new census data, skimmed from last year's 179-million count, under the *Cream* title. The 20-page booklet is a preview of J. Walter Thompson's annual, comprehensive *Population and its Distribution, the United States Markets,* now being tabulated for publication this summer by McGraw-Hill.

The Cream of Your Market shows that population shifts during 1940-50 were even more pronounced in the 10 years just passed. Ranking of states by total population, decade growth and rate of growth show that the West was the fastest growing region, more than double the national rate; that Florida had the fastest state rate in the country. The total U. S. gain between 1950 and 1960 was 18.5% over the 1940-50 decade, and nearly equal to that for the 20 years preceding (1930-50).

J. Walter Thompson's list of 199 cream markets dramatizes individual market differences from state and national patterns. The markets are listed and mapped with county information, total population, decade percentage increase, estimated total households, retail trade establishments and sales.

The markets are broken down into A, B, and C groups, respectively those with more than 1 million population, 250,000 to 1 million and 50,000 to 250,000. The top 199 in these classes account for 69% of the country's sales or $138 billion worth.

Strouse takes over JWT; names Seymour

As a result of the retirement of Stanley Resor as board chairman of J. Walter Thompson, Norman Strouse, president, last week announced the election of seven senior vice presidents, including Dan Seymour, vice president and director of the radio-tv department and member of the executive committee.

The official announcement, at Mr. Resor's own suggestion, made no mention of his retirement but a spokesman added later: "Mr. Resor has retired." Mr. Strouse, who remains as president, will function as chief executive officer of J. Walter Thompson. It was reported the new management team reflects the promotion largely of staffers closely allied with Mr. Strouse, while those close to Mr. Resor generally have been given less important positions. Samuel Meek and Henry C. Flower Jr., who had been vice chairmen of the agency, have been relieved of these titles but will continue as directors and members of the trusteee group of the company employes' profit-sharing trust, which owns the majority of the voting stock.

Newly-elected senior vice presidents of the agency, in addition to Mr. Seymour, are: Howard Kohl, secretary of the company; Edward G. Wilson, treasurer; Wallace Elton, chairman of the New York office operations committee; William D. Laurie Jr., manager of the Detroit office; Arthur Farlow, vice chairman of the Chicago office operations committee; Kennett Hinks, member of the executive committee. George Reeves, manager of the Chicago office, continues as executive vice president.

Mr. Strouse

Mr. Seymour

New firm cites trend to music in radio-tv spots

With a conviction that the use of "more and more music in radio and tv commercials is the coming thing," Modern Sound Inc., 312 W. 58 St., New York, formally opened its doors to business last week. The new firm is dedicated to bringing popular music and jazz recording concepts to the production of commercials. Headed by Sonny Lester and Leonard Levy, both former recording executives with some 20 years in the business, Modern Sound hopes to integrate the latest popular music trends with the selling pitch. The company feels that popular music, as reflected by growing album and single record sales, has a proven sales appeal.

According to Mr. Levy, who is vice president, the firm has top recording arrangers and performers to offer to advertising agencies. Mr. Levy feels that name talent will give the commercials greater visual and audio attractiveness.

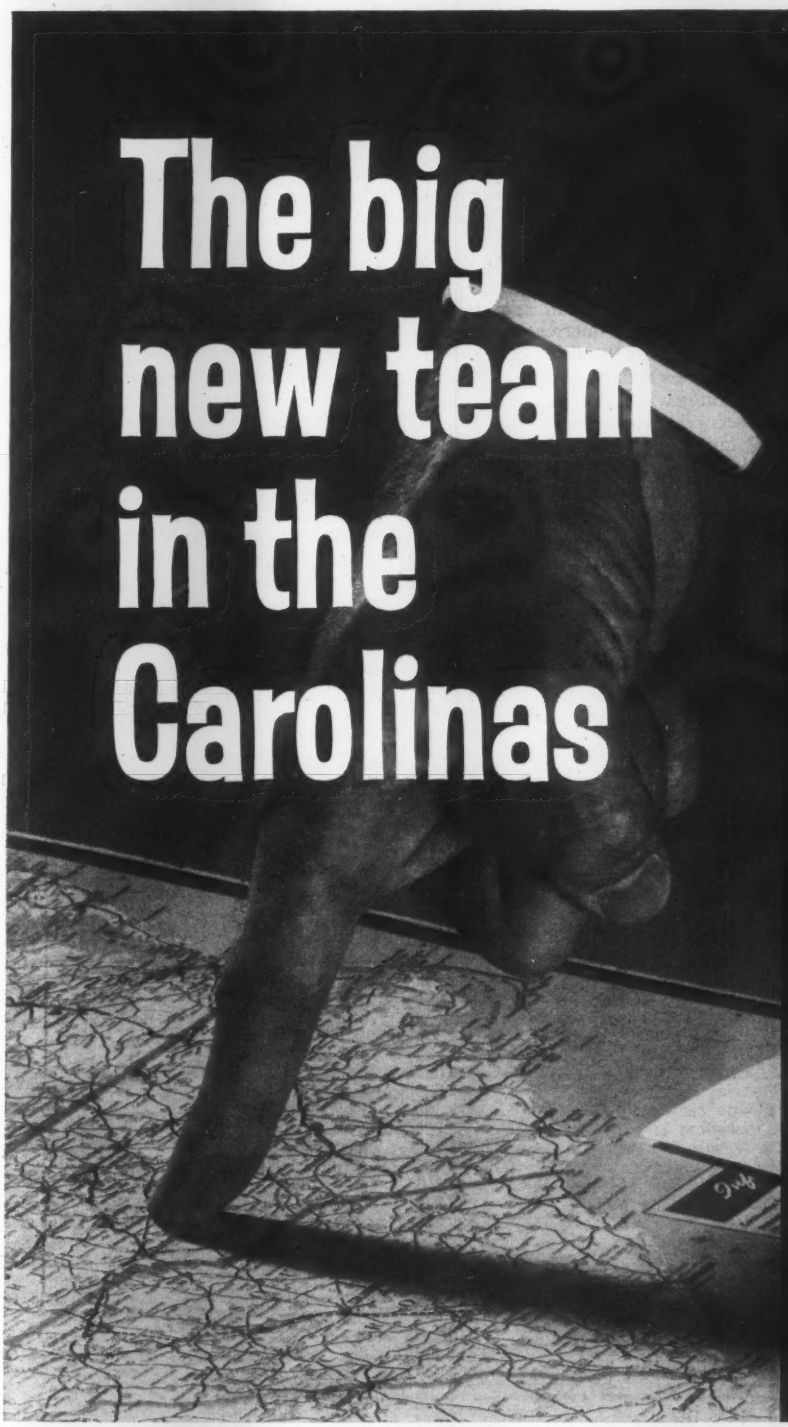
He also claims that Modern Sound is more attuned to different sounds and gimmicks than are most advertising agency producers. His firm, he explains, will try to capture in modified form and produce in its commercials the sounds of rock 'n' roll. The theory behind this is that young adults are buying the big thumping sound.

Young Housewife ▪ Mr. Levy cites the young housewife as an example. "She was brought up with rock 'n' roll—it's not offensive to her. She recognizes the music, associates with it and when she hears it used in a commercial, the advertiser's message is bound to have greater impact because it has her attention."

Popular music's influence on the commercial production field will soon be so complete, Mr. Levy says, that it will be difficult to differentiate between the "fellow in the pop record business and the one in the jingle business." Already, he points out, orchestra leader and arranger Raymond Scott has his own jingle house and Music Makers Inc., a top commercial producer, has formed its own popular record company.

Modern Sound is closely associated with McCann-Erickson Inc., and it has already produced commercials for Buick, Westinghouse, Standard Oil and Chesterfield cigarettes.

The big new team in the Carolinas



If you want a big audience at low cost per home, concentrate your broadcast schedules on Charlotte's WSOC stations. WSOC Radio, now 5,000 watts at 930 kc, reaches over one million people. WSOC-TV, serving America's 25th largest tv market, is one of the nation's great area stations. Use them individually or together–Charlotte's WSOC stations are your best buys in the Carolinas.

WSOC RADIO—5,000 watts at 930 kilocycles
Represented by Peters, Griffin, Woodward, Inc.

WSOC-TV—Channel 9. NBC and ABC. Represented by H-R

WSOC
RADIO & TV–CHARLOTTE

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

National tv ads gross $1.3 billion

RECORD $862.3 MILLION NETWORK, $616.7 MILLION SPOT IN '60

Gross time billings of national tv advertisers in 1960 reached an all-time high of nearly $1.3 billion. Network gross accounted for more than half, or over $682.3 million, and national spot for $616.7 million.

The year's compilation was released by Television Bureau of Advertising, along with a full report for the fourth quarter spot tv billings. The network figures already have been published (BROADCASTING, March 6).

Spot tv's increase in billings amounted to 6.3% over 1959, and network was up even more—8.8%. The spot billings would have represented a rise of 7.9% if the basis used for estimating procedures had been the same in both years. (Effective with the second quarter of last year, billing estimate procedures were modified by N. C. Rorabaugh Co., which compiles the spot figures for TvB. The Leading National Advertisers-Broadcast Advertisers Reports compile the network gross billing).

Big Chips ▪ Procter & Gamble, which is the network advertiser billing kingpin, also was supreme in spot leadership. In the fourth quarter alone, P&G accounted for $11.9 million in the TvB-Rorabaugh compilation. Less than half that amount was spent in national spot tv by second-place General Foods Corp. ($4.7 million). Total spot tv billing in the fourth quarter: $163,060,000.

Advertisers appearing in the top 100 spot tv list for the first time during the quarter: Corning Glass Works ($435,-300); Ideal Toy Corp. ($445,900) and J. Nelson Prewitt Inc. ($405,500).

The spot tv report shows dollar expenditures at the one-time gross rate (for time only) by national and regional spot advertisers. Network figures also are at the one-time rate. Prime night spot placement in the quarter accounted for over $52.2 million, and the largest share of the day part (other categories are daytime, early evening and late night). For the full year, 1960, nighttime gross billings of the networks exceeded $471.4 million, while day billings came to over $210.8 million.

The food and grocery products category in spot totaled more than $46.6 million in the fourth quarter, while advertisers of drug products were responsible for a $15 million gross, and cosmetic-toiletries advertisers for $13.8 millions.

Detailed summary by advertiser and by product category of spot tv gross billings for the fourth quarter follows:

TOP SPOT TV ADVERTISERS
FOURTH QUARTER 1960
Source: TvB-Rorabaugh

1.	Procter & Gamble	$11,990,500
2.	General Foods	4,765,700
3.	Lever Bros.	3,779,300
4.	Colgate-Palmolive	3,003,600
5.	Miles Laboratories	2,918,700
6.	Bristol-Myers	2,632,000
7.	Standard Brands	2,534,700
8.	Brown & Williamson	2,340,000
9.	Warner-Lambert	2,282,200
10.	Continental Baking	2,219,000
11.	American Home Products	2,134,100
12.	Pillsbury	1,913,700
13.	Hunt Foods & Industries	1,801,900
14.	William Wrigley Jr.	1,778,000
15.	International Latex	1,710,700
16.	American Chicle	1,705,800
17.	Lestoil Products	1,622,900
18.	American Tobacco	1,523,300
19.	Kellogg	1,479,000
20.	Ford Motor Co. (Dealers)	1,464,200
21.	J. A. Folger	1,383,900
22.	Richardson-Merrill	1,307,800
23.	P. Lorrilard	1,286,200
24.	Corn Products	1,220,700
25.	Gillette	1,184,700
26.	Philip Morris	1,176,000
27.	Quaker Oats	1,175,700
28.	Nestle Co.	1,168,200
29.	Coca-Cola Co. (Bottlers)	1,112,000
30.	North American Philips	1,099,800
31.	Food Manufacturers	1,056,800
32.	Minute Maid	1,056,100
33.	Avon Products	1,025,600
34.	General Motors (Dealers)	1,017,100
35.	United Merchants & Mfrs.	942,100
36.	Anheuser-Busch	931,000
37.	Carnation	858,600
38.	General Toy	858,200
39.	Consolidated Cigar	817,100
40.	Wander	792,500
41.	Mobil Oil	781,900
42.	Pepsi Cola (Bottlers)	776,900
43.	Shell Oil	748,800
44.	Maybelline	748,700
45.	S. C. Johnson & Son	742,800
46.	Sun Oil	738,700
47.	National Cranberry Ass'n.	729,000
48.	Parker Pen.	713,400
49.	R. J. Reynolds Tobacco	$683,700
50.	E. & J. Gallo Winery	680,600
51.	U. S. Borax & Chemical	676,400
52.	Carling Brewing	674,100
53.	Helena Rubenstein	649,300
54.	Humble Oil & Refining	639,100
55.	Hills Bros. Coffee	613,800
56.	Chock-Full-O' Nuts	599,200
57.	Miller Brewing	590,900
58.	Andrew Jergens	584,300
59.	Max Factor	564,000
60.	Aerosol Corp. of America	561,100
61.	General Motors	551,700
62.	Sterling Drug	544,600
63.	Falstaff Brewing	543,000
64.	Plough Inc.	542,500
65.	Jos. Schlitz Brewing	541,700
66.	Welch Grape Juice	531,500
67.	Pabst Brewing	518,700
68.	General Electric	505,500
69.	Lanvin Parfums	502,000
70.	Louis Marx & Co.	484,000
71.	American Motors (Dealers)	472,400
72.	American Bakeries	467,700
73.	Norwich Pharmacal	456,200
74.	Ideal Toy	445,900
75.	Atlantic Refining	436,800
76.	Corning Glass Works	435,300
77.	Mars Inc.	429,300
78.	Carter Products	427,000
79.	Campbell Soup	425,000
80.	Standard Oil Co. (Indiana)	424,100
81.	Piel Bros.	424,100
82.	Hertz Corp.	421,200
83.	United Vinters	419,900
84.	Theo. Hamm Brewing	410,900
85.	Great Atlantic & Pacific Tea	409,900
86.	General Mills	409,300
87.	Peter Paul	407,600
88.	Sardeau Inc.	406,800
89.	J. Nelson Prewitt	405,500
90.	Scott Paper	405,000
91.	Chesebrough-Ponds	400,400
92.	Heublein Inc.	400,100
93.	Pharma-Craft	396,000
94.	Pepperidge Farm	390,400
95.	Atlantis Sales	375,900
96.	Simoniz	370,200
97.	American Motors	363,400
98.	Golden Press	363,000
99.	Holsum Baking	363,000
100.	National Dairy Products	358,500

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION
4th QUARTER 1960

AGRICULTURE	$ 311,000
Feeds, meals	160,000
Miscellaneous	151,000
ALE, BEER & WINE	11,727,000
Beer & ale	9,889,000
Wine	1,838,000
AMUSEMENTS, ENTERTAINMENT	425,000
AUTOMOTIVE	5,139,000
Anti-freeze	79,000
Batteries	12,000
Cars	4,144,000
Tires & tubes	181,000
Trucks & trailers	46,000
Misc. accessories & supplies	677,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	404,000
Fixtures, plumbing, supplies	89,000
Materials	104,000
Paints	81,000
Power tools	52,000
Miscellaneous	78,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,533,000
Clothing	2,642,000
Footwear	329,000
Hosiery	460,000
Miscellaneous	102,000
CONFECTIONS & SOFT DRINKS	$ 9,968,000
Confections	6,850,000
Soft drinks	3,118,000
CONSUMER SERVICES	5,300,000
Dry cleaning & laundries	14,000
Financial	729,000
Insurance	1,023,000
Medical & Dental	52,000
Moving, hauling, storage	75,000
Public utilities	2,307,000
Religious, political, unions	1,002,000
Schools & colleges	47,000
Miscellaneous services	51,000
COSMETICS & TOILETRIES	13,849,000
Cosmetics	3,241,000
Deodorants	506,000
Depilatories	29,000
Hair tonics & shampoos	1,453,000
Hand & face creams, lotions	1,163,000
Home permanents & coloring	1,139,000
Perfumes, toilet waters, etc.	1,215,000

abc

FRIEND OF OLLIE'S IN UTAH

KCPX TV No. 1 again!

8 of the TOP 10
13 of the TOP 20
26 of the TOP 40

NIELSEN TELEVISION AUDIENCES
AVERAGE WEEKS JAN. 9 THROUGH
FEB. 5, 1961 SHOWS:

Top	KCPX	Channel A	Channel B
10	8	1	1
20	13	5	2
30	19	7	4
40	26	10	4
52*	33	13	6

* 50-51-52 are a three-way tie

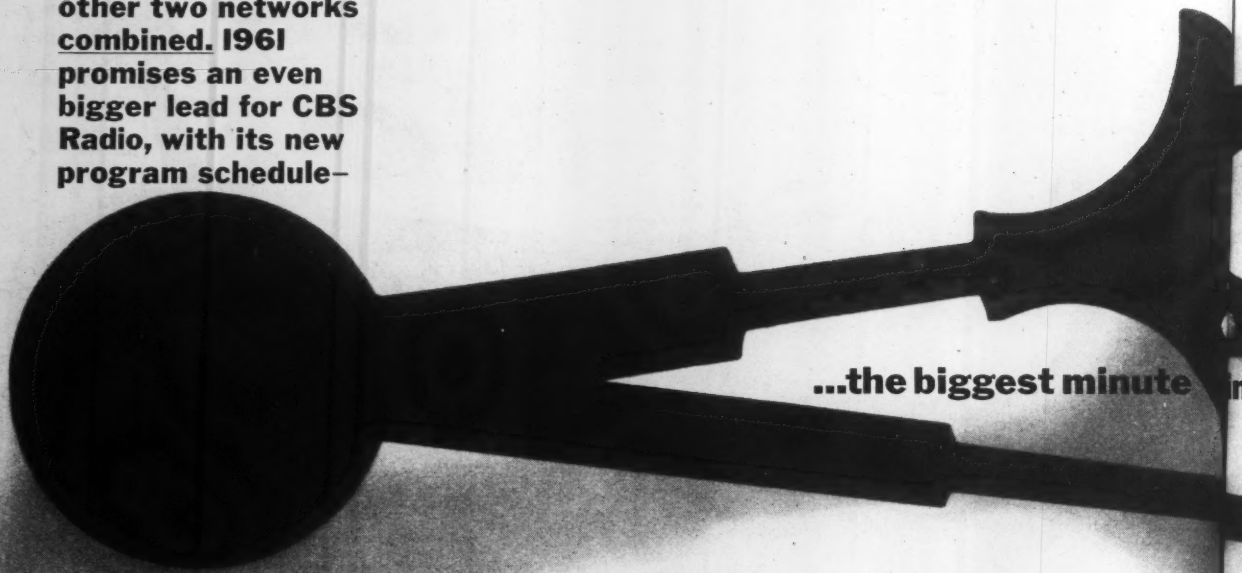
ALSO "TREYZ" BEAUCOUP IN THE
LOCAL DEPARTMENT:

Mon.-Fri. Ave.	Programming	KCPX-4	Channel A	Channel B
10-10:30 p.m.	NEWS - WEATHER - SPORTS	24.4	15.8	12.1
10:30-11 p.m.	ACTION STRIPS ON 4 & A NETWORK ON B	14.0	7.4	10.8

KCPX TV 4 abc

130 SOCIAL HALL AVENUE
SALT LAKE CITY 11, UTAH
National Representative
KATZ AGENCY, Inc.

To an advertiser, the biggest minute is the one that clocks the biggest audience. In the average commercial minute, advertisers on the CBS Radio Network in 1960 reached 28 per cent more homes than on the next network, 9 per cent more homes than on the other two networks combined. 1961 promises an even bigger lead for CBS Radio, with its new program schedule–

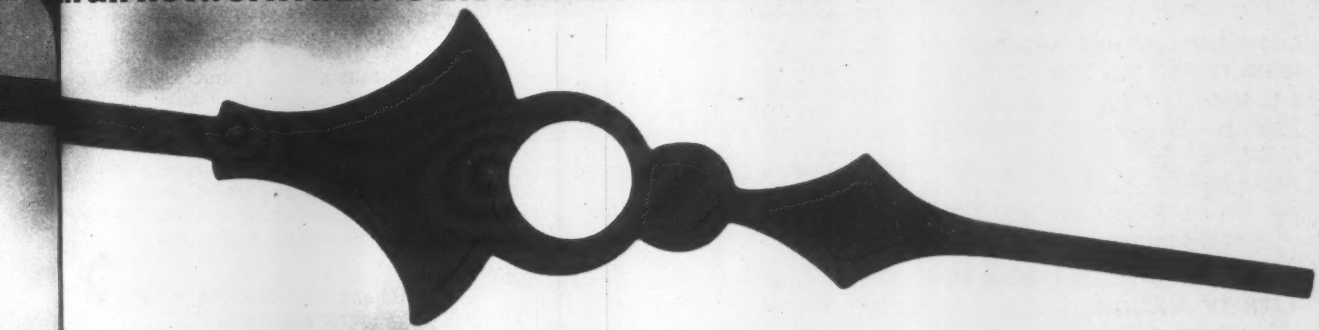


...the biggest minute

expanded news and information, more special features, important personalities and entertainment. Whether you buy a saturation campaign or co-sponsor one five-minute show... minute for minute your advertising dollars buy the biggest audiences in all network radio on the CBS Radio Network.

Source: Nielsen Radio Index, Sponsor Cumulative Audience Section; 12 four-week reports, Dec. 7, 1959—Dec. 4, 1960.

n all network radio is the commercial minute on the CBS Radio Network



Your Message Is

ALWAYS ON TARGET

with

NO. 1 IN NASHVILLE*

BOTH NIELSEN and ARB REPORT WSIX TV-8...No. 1 in NASHVILLE

6 to Midnight 7 days a week . . . with *15 of top 16 and 20 of top 25 Net Shows*. *(Nov. 13 Nielsen 1960)

Again No. 1 in prime time . . . with *3 of top 5, and 7 of top 10 Net Shows*. *(Nov. ARB 1960)

NASHVILLE . . . THE NATION'S 47TH TV MARKET . . .**

with 372,400 television homes.
**(Television Magazine Dec. 1960)

VIDEOTAPE NOW . . . TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

Razors, blades	$1,525,000
Shaving creams, lotions, etc.	361,000
Toilet soaps	1,977,000
Miscellaneous	1,240,000
DENTAL PRODUCTS	3,549,000
Dentifrices	2,747,000
Mouthwashes	692,000
Miscellaneous	110,000
DRUG PRODUCTS	$ 15,074,000
Cold remedies	5,619,000
Headache remedies	3,015,000
Indigestion remedies	2,597,000
Laxatives	1,074,000
Vitamins	1,383,000
Weight aids	90,000
Misc. drug products	1,017,000
Drug stores	279,000
FOOD & GROCERY PRODUCTS	46,630,000
Baked goods	6,635,000
Cereals	3,637,000
Coffee, tea & food drinks	11,550,000
Condiments, sauces, appetizers	2,437,000
Dairy products	1,605,000
Desserts	616,000
Dry foods (flour, mixes, rice, etc.)	4,766,000
Fruits & vegetables, juices	3,001,000
Macaroni, noodles, chili, etc.	752,000
Margarine, shortenings	3,856,000
Meat, poultry & fish	2,010,000
Soups	450,000
Miscellaneous foods	2,440,000
Miscellaneous frozen foods	758,000
Food stores	2,117,000
GARDEN SUPPLIES & EQUIPMENT	37,000
GASOLINES & LUBRICANTS	$ 6,356,000
Gasoline & oil	6,071,000
Oil additives	265,000
Miscellaneous	20,000
HOTELS, RESORTS, RESTAURANTS	198,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	5,481,000
Cleaners, cleansers	4,005,000
Floor & furniture polishes, waxes	1,229,000
Glass cleaners	1,000
Home dry cleaners	16,000
Shoe polish	158,000
Miscellaneous cleaners	72,000
HOUSEHOLD EQUIPMENT—APPLIANCES	2,088,000
HOUSEHOLD FURNISHINGS	494,000
Beds, mattresses, springs	295,000
Furniture & other furnishings	199,000
HOUSEHOLD LAUNDRY PRODUCTS	10,575,000
Bleaches, starches	2,204,000
Packaged soaps, detergents	7,701,000
Miscellaneous	670,000
HOUSEHOLD PAPER PRODUCTS	$ 1,529,000
Cleansing tissues	424,000
Food wraps	50,000
Napkins	16,000
Toilet tissue	576,000
Miscellaneous	463,000
HOUSEHOLD, GENERAL	1,077,000
Brooms, brushes, mops, etc.	172,000
China, glassware, crockery, containers	508,000
Disinfectants, deodorizers	117,000
Fuels (heating, etc.)	104,000
Insecticides, rodenticides	22,000
Kitchen utensils	35,000
Miscellaneous	119,000
NOTIONS	32,000
PET PRODUCTS	1,772,000
PUBLICATIONS	702,000
SPORTING GOODS, BICYCLES TOYS	3,732,000
Bicycles & supplies	24,000
Toys & Games	3,641,000
Miscellaneous	67,000
STATIONERY, OFFICE EQUIPMENT	54,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	$ 341,000
Radio & television sets	107,000
Records	215,000
Miscellaneous	19,000
TOBACCO PRODUCTS & SUPPLIES	8,457,000
Cigarettes	6,984,000
Cigars, pipe tobacco	$1,342,000
Miscellaneous	131,000
TRANSPORTATION & TRAVEL	832,000
Air	603,000
Bus	97,000
Rail	125,000
Miscellaneous	7,000
WATCHES, JEWELRY, CAMERAS	1,092,000
Cameras, accessories, supplies	321,000
Clocks & watches	57,000
Jewelry	34,000
Pens & Pencils	1,199,000
Miscellaneous	81,000
MISCELLANEOUS	1,702,000
Trading stamps	129,000
Miscellaneous products	712,000
Miscellaneous stores	861,000
TOTAL	$163,060,000

Business briefly...

Massey-Ferguson Inc., Racine, Wis., will sponsor *Five Star Jubilee,* a new "popular" and country music series, which will premiere March 17 on NBC-TV (Fri. 8-8:30 p.m. EST). The program, which replaces *One Happy Family,* will originate live in the Landers Theatre in Springfield, Mo. Agency: Needham, Louis & Brorby, Chicago.

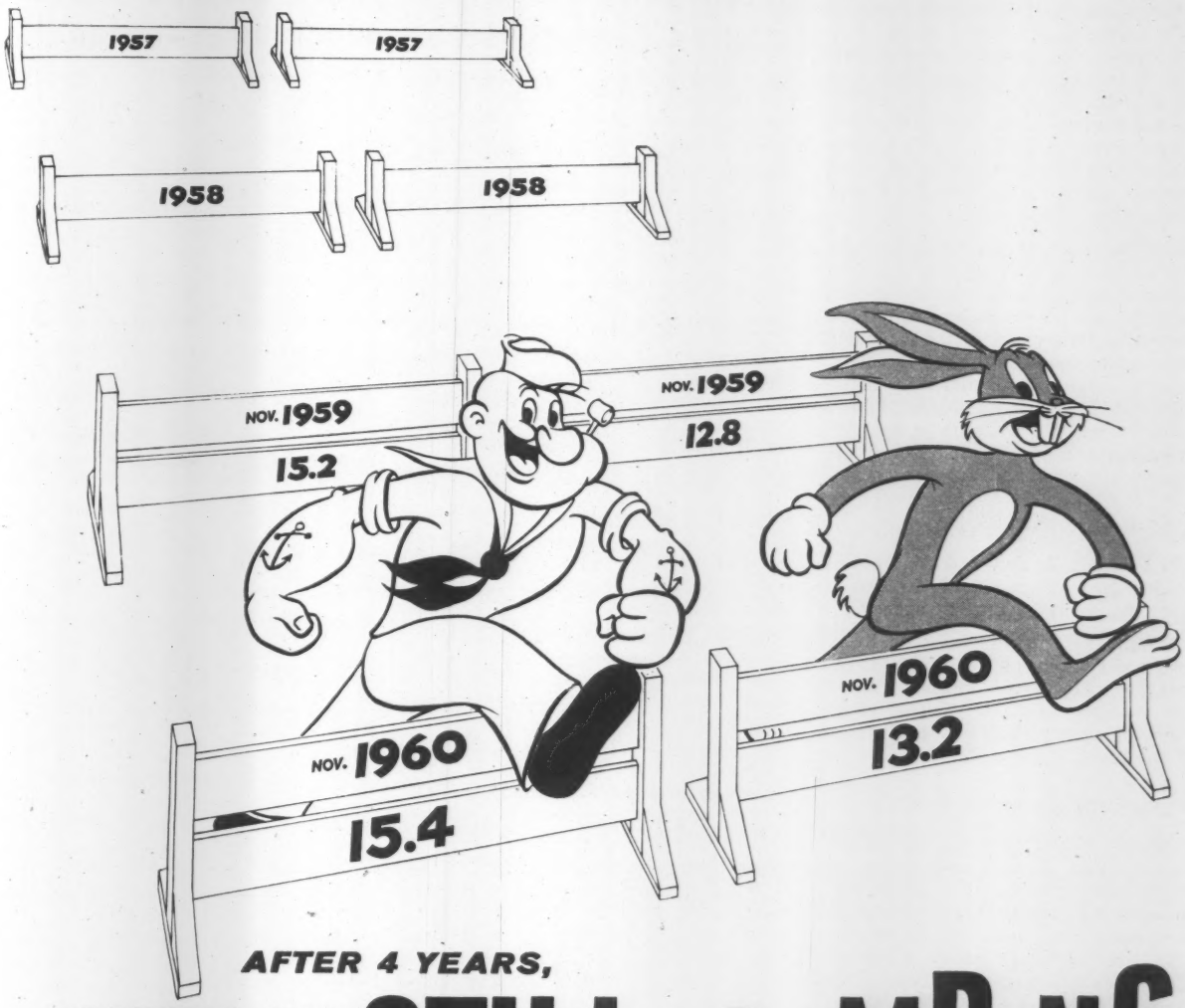
Pepsi-Cola Co., N. Y., will sponsor a color special *Young at Heart* on NBC-TV, Friday, April 28 (10-11 p.m., EST). The musical show will star singer Jane Powell in a musical salute to spring. On the April 28 date only, the program will pre-empt the *Michael Shayne* show. Pepsi-Cola has been planning a regular half-hour weekly program series, *The Jane Powell Show,* for next season (BROADCASTING, Feb. 13). Agency: BBDO, N. Y.

Parker Brothers Inc., (games) Salem, Mass., to introduce a new Civil War game called "1863," will launch its attack by radio in New York, starting March 17. Some 200 one-minute and 30-second announcements will be aired in the introductory campaign. Agency: Badger & Browning & Parcher Inc., Boston.

The Kitchens of Sara Lee, Chicago, will join **Procter & Gamble Co.,** Cincinnati (BROADCASTING, Dec. 19, 1960) in co-sponsorship of ABC-TV's presentation of the Motion Picture Arts & Sciences' "Oscar" Awards ceremonies April 17 (Mon. 10:30 p.m.-conclusion). Agency: Cunningham & Walsh Inc., N. Y.

Lever Bros., N. Y., and **State Farm Mutual Insurance Co.,** Bloomington, Ill., will co-sponsor a new weekly comedy series on CBS-TV, *High Time,* starring Johnny Wayne and Frank Shuster, as summer replacement for *The Jack Benny Program* from June 25 through Oct. 8 (Sun. 9:30-10 p.m. EDT). Agencies: Sullivan, Stauffer, Colwell & Bayles (Lever) and Needham, Louis & Brorby (State Farm).

Wilson Sporting Goods Co., River



AFTER 4 YEARS,

RATINGS ARE

STILL JUMPING

UAA's Popeye and Warner Bros. cartoons, after four years on the air, are rating higher this year than last. Popeye scored a Nov. 1960 ARB average of 15.4 in 122 markets. Warner Bros. cartoons scored a solid 13.2 in 104 markets. This out standing result* includes all markets for which ratings are available, regardless of station, time period or competition. No wonder that stations, almost without exception, have been renewing these profitable cartoon programs. Be sure you stay on this winning team. Call or wire.

*tabulation of individual market ratings available on request.

u.a.a. UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 1041 N. Formosa Ave., HO 7-5111

©United Artists Associated, Inc.

Grove, Ill., and **Kemper Insurance Group,** Chicago, will co-sponsor NBC-TV's coverage of two major golf tournaments this spring, the eighth annual Tournament of Champions at Las Vegas, May 7 (Sun. 5-6 p.m. EDT) and the National Open at Birmingham, Mich., June 17 (Sat. 5:30-7 p.m. EDT). Agencies: Campbell-Mithun, Chicago (Wilson); Clinton E. Frank, Chicago (Kemper).

Beech-Nut Life Savers today (March 13) will launch a $1 million introductory California campaign for the new twist-off caps for Beech-Nut baby food glass jars. First phase of the campaign calls for the use of 800 radio spots and 276 tv spots (180 daytime, 96 nighttime) in Southern California and a similar broadcast schedule in the San Francisco area, plus newspaper space. Young & Rubicam, N. Y. is the agency.

Agency appointments...

▪ I. Rokeach & Sons, N. Y., (kosher products), appoints Smith/Greenland, that city, as its advertising agency.

▪ Revell Inc., manufacturer of Revell toys and Cunningham & Walsh, L. A., will terminate a relationship of nearly two years on May 31. Neither advertiser nor agency made any explanation of the break.

Mattel raises ad budget

Mattel Inc., Hawthorne, Calif., manufacturer of toys and games, has earmarked more than $2.5 million for national advertising and point-of-sale promotion in 1961, an increase of 20% over last year's budget, announces Cliff Jackobs, marketing vice president. Continuing its twice weekly ABC-TV *Matty's Funday Funnies,* firm will also utilize heavy tv spot schedule on stations in 40 markets from September through December and other cities will be added as the campaign accelerates. Agency: Carson Roberts Inc., Los Angeles.

Italian-Americans to boycott 'Untouchables'

LIGGETT & MYERS TOBACCO PRODUCTS TO BE FIRST HIT

The Federation of the Italian-American Democratic Organizations of New York's running battle with ABC-TV's *Untouchables* crime series, took on appearances of a full-scale war last week. On Thursday (March 9) the federation fired a double-barrelled protest by picketing the network's New York offices and the entrance to the Waldorf-Astoria Hotel where the Radio & Television Executives Society of New York was holding its annual banquet.

The action was expected to be followed with an announcement on Sunday (March 12) that the group will boycott products of advertisers on the ABC-TV show, beginning at first with Liggett & Myers Tobacco Co.'s Chesterfield, L & M Filters, Oasis and Duke cigarettes (CLOSED CIRCUIT, March 6).

The Italian-Americans are protesting the alleged consistent portrayals of Italians as gangsters on the *Untouchables* series. Last week's actions stemmed from a breakdown of conferences held during the latter part of February in Washington, D. C., and New York among ABC-TV executives and a group of congressmen, Joseph P. Addabbo (D-N.Y.), Victor L. Anfuso (D-N.Y.), Peter W. Rodino Jr. (D-N.J.) and Alfred E. Santangelo (D-N.Y.), who represented the Italian-American organizations (BROADCASTING, Feb. 27).

More than 250 people of Italian extraction picketed the ABC offices at Broadway and W. 66th St. on Thursday—the birth date of Amerigo Vespucci, Florentine explorer and writer—for more than an hour and then moved downtown to the Waldorf-Astoria Hotel where they demonstrated from 7:30 p.m., when the RTES gala banquet began, until 10:30 p.m. when the affair ended. A spokesman for the pickets said the hotel demonstration was for the benefit of the "important people" in the broadcast industry.

Plans for the boycott were to be announced over the weekend at the federation's Amerigo Vespucci Awards Dinner, an annual affair held to honor outstanding Americans of Italian origin. Dinner guests were to be told that the 500 New York member organizations of the Italian-American Federation will distribute some 250,000 posters to offices, factories and buildings across the country which will advise readers not to buy L&M products because the firm sponsors the *Untouchables.* The last line of the posters will say "ABC is unfair to Americans of Italian origin."

The federation's state president, Congressman Santangelo said last week that his group's action is the first step towards its objective of "cleaning up the tv industry in line with the strong demand made by Gov. LeRoy Collins [NAB president] in which he exhorted tv broadcasters to improve the quality of programming.

Sheraton Hotels starts tv drive

In its first use of television, Sheraton Hotel Corp., Boston, started a spot tv campaign Jan. 31 which had built up to 30 markets last week.

Sheraton officials believe it is "by far the most extensive" spot tv campaign on behalf of a hotel organization. The agency is BBDO, Boston.

The tv effort supplements a long-established print program and a heavy spot radio schedule begun last summer. The spot tv campaign will add other markets in ensuing months, and a special tv schedule will be carried soon in the Midwest on behalf of the French Lick-Sheraton, French Lick, Ind. The tv campaign is concentrated in areas where Sheraton has hotels or reservations offices.

Commercials, both 20-second and one-minute, are built around four Sheraton features—"extra values," such as air conditioning and tv sets at the hotels; "Sheraton in Hawaii," which highlights the five company-owned hotels at Waikiki Beach; "in the heart of things," which stresses the hotels' central location, and "reservatron," which describes the company's exclusive electronic reservation system.

Commercials were prepared by BBDO's Boston creative staff: consisting of Mike Danyla, copy, and Ralph Maxcey, art. Assistance was provided by writer Arnold Leo and artist Bert Mangel of BBDO, New York. Supervising production was Nicholas DeMarco, BBDO, New York.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week March 2-8 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., March 2	**25 Years of Life** (9:30 p.m.)	NBC-TV	26.9
Fri., March 3	**Flintstones** (8:30 p.m.)	ABC-TV	26.3
Sat., March 4	**Gunsmoke** (10 p.m.)	CBS-TV	29.9
Sun., March 5	**Candid Camera** (10 p.m.)	CBS-TV	35.5
Mon., March 6	**Danny Thomas** (9 p.m.)	CBS-TV	23.6
Tues., March 7	**Garry Moore** (10 p.m.)	CBS-TV	24.5
Wed., March 8	**Wagon Train** (7:30 p.m.)	NBC-TV	23.6

Copyright 1961 American Research Bureau

What's Fargo got that Stamford ain't got?

Stamford (Connecticut) is the No. 2 metro area in the U. S., for retail-sales-per-household.* But Fargo has *higher* retail-sales-per-household, and *that's* what Fargo's got that Stamford ain't got!

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

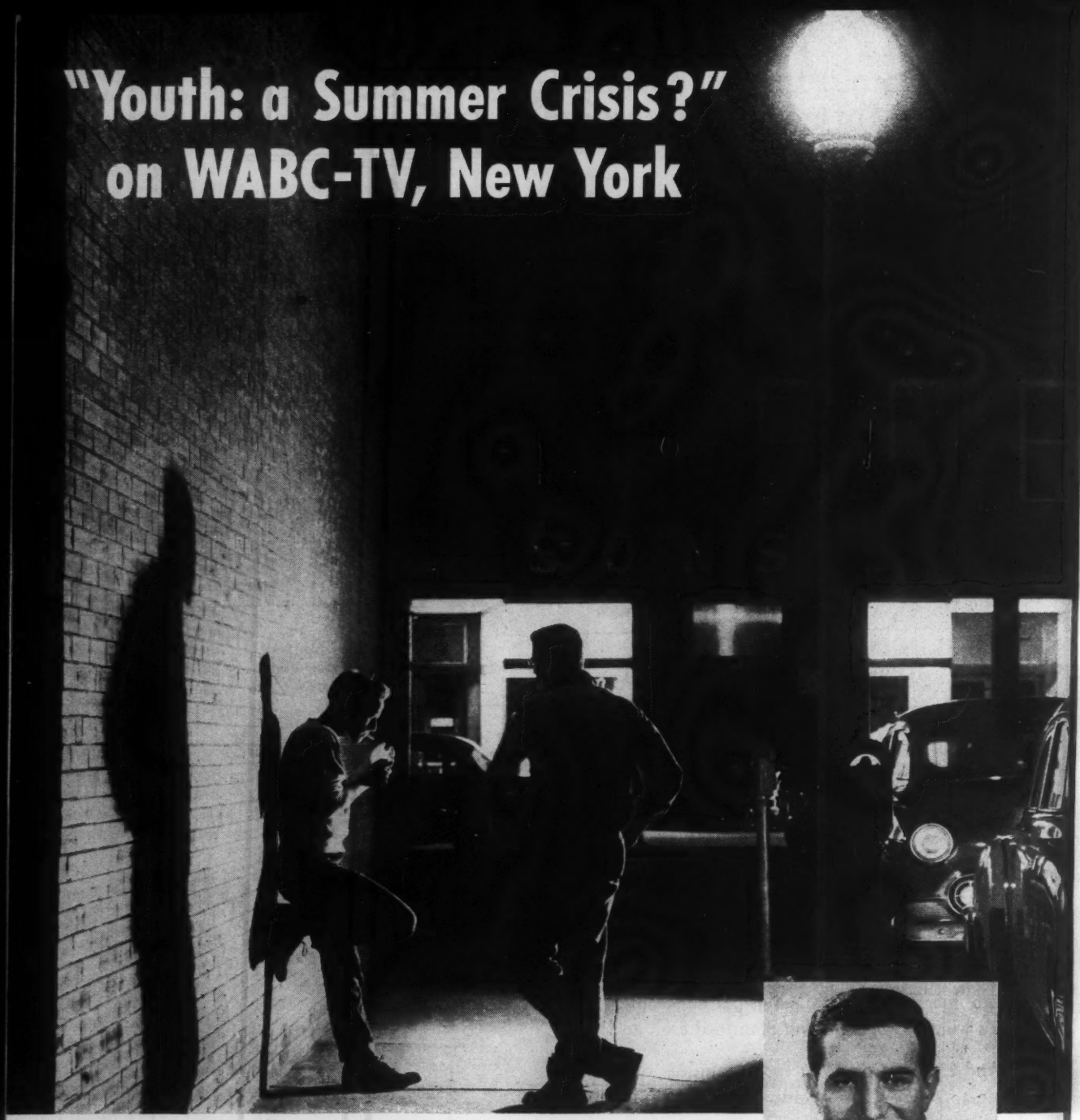
AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

*According to Standard Rate & Data Service

"Youth: a Summer Crisis?" on WABC-TV, New York



"Today's youth is tomorrow's citizen. Invest in him today—train him, teach him, employ him today—and the community will be proud of him tomorrow. That principle has inspired WABC-TV's youth project—a continuing series of varied programs, designed to uplift the values, raise the standards and stimulate the ambitions of today's young people."

JOSEPH STAMLER
Vice Pres., WABC-TV

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Priceless Asset

The needs of New York youth are a challenge to WABC-TV. Specifically, it asks, what are these needs? And what is being done to meet them?

Probing for answers, the station has struck a rich vein of program material. For example, "Expedition: New York," a series presenting the sights, sounds and people of the world's greatest metropolis.

"Expedition: New York" was launched in October 1960. Presented in prime time, it appeals strongly to all age groups—yet always spotlights the traditions that help youth better understand the New York of today—and tomorrow. Outstanding programs include Sloan Wilson on "It's a Great Place to Learn"; Sam Levenson on "Education: Tailor-Made"; Myron Cohen on "The Fabulous Five Streets"; the Herald Tribune editorial board on "The Newspaper Game".

When mail count for a single program exceeds 4,000, when an average of 350 students submit essays on each telecast—then a station can truly be said to have developed "a winner."

Guarding a community's priceless asset—its youth—does not begin and end with a single series. It is a continuing campaign: "Youth: A Summer Crisis?," examining problems of teen-agers with time on their hands; "High School Sports," emphasizing fair play and leadership; "Salute to Youth," presented in cooperation with the NYC Commerce Department; and a "Jobs for Youth" campaign with the NY State Employment Service.

To Blair-TV, creative community-interest programming by great stations like WABC-TV is a real source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

GASOLINE AND TV

Pure Oil and American Oil reveal advertising budgets

Pure Oil Co., Chicago, through Leo Burnett Co. there, unveiled its new "Firebird" marketing symbol last week and began what it described as "the most massive advertising campaign in its modern history." The drive, including radio-tv spot, is introducing "Pure Firebird Super with Tri-tane" and "Pure Firebird Regular" gasolines.

For the first 13 weeks, television spots have been purchased in 34 markets and radio spots have been placed in 65 markets over and above the 20 markets where radio spots already have been running. Two-color newspaper ads are being placed in 137 markets and outdoor in 417 markets. Magazines also are being used. The entire drive ties-in with point-of-purchase using the Firebird symbol.

Meanwhile it was learned from American Oil Co. that a new coordinated campaign to promote American's expansion into the national market is expected to be ready for May, although specific plans are not set. Radio-tv will be used, however. D'Arcy Adv., Chicago, was named earlier to handle the consumer product advertising for American.

How big a radio-tv account will the new American Oil become? One hint might be drawn from a talk President L. W. Moore made to jobbers Wednesday in Charlotte, N. C. He said that in the six state Atlantic region of American alone, the company this year will spend $6 million to give its service stations a "new look" and that of this sum, more than $1 million will go into regional advertising, including broadcast.

The marketing strategy changes in the petroleum field have been frequent in recent months. Just a fortnight ago the Mobile Oil Div. of Socony Mobil Oil Co. left Compton Adv. after 18 years and placed its $12 million account with Ted Bates. (BROADCASTING, March 6). Earlier Shell Oil Co., through Ogilvy, Benson & Mather, dropped out of tv and put its $16 million into newspapers, but TvB studies show the petroleum trend actually is for more tv, with the big brands such as Texaco and Gulf signing for tv news with NBC-TV (BROADCASTING, Jan. 16).

Coffee firm quits Grey

The Chock Full O' Nuts Corp., New York, last week gave Grey Adv., New York, 30 days notice it is seeking a new advertising agency. A spokesman for the advertiser said the company will bill at least $3 million in 1961, though this figure may be increased.

Grey has handled the account seven years. A spokesman for the agency said there was a disagreement over broadcasting plans, Grey favoring radio-tv spot and the client preferring sponsorship of musical radio-tv programs. An official of the company said "it has nothing to do with that; it goes much deeper than that." The company, he said, is seeking an agency with experience in the grocery field, particularly one which has handled a coffee account.

Prudential may cancel 'Twentieth Century'

The Prudential Insurance Co. of America may cancel its sponsorship of CBS-TV's *Twentieth Century* (Sun., 6:30-7 p.m., EST) after this season. Reach, McClinton & Co., the agency, has not made its recommendation to cancel as yet, but a decision is expected later this month. Prudential, which has sponsored the CBS-TV public information series for an unprecedented four-year, 52 weeks-a-year stretch, is faced with a "marketing problem" that revolves around the fact that "advertising doesn't sell insurance—agents do."

"Prudential needs a program that will create agent motivation," Robert W. Robb, executive vice president and general manager at Reach, McClinton, explained. "The program has to stimulate enthusiasm among agents—give them something to talk about when they go out selling. We're not unhappy with *Twentieth Century*. It's a wonderful program, but after four years it isn't likely to motivate anyone."

The insurance firm, which has an annual advertising budget in excess of $6 million dollars has been spending approximately $3.8 million of that amount yearly for *Twentieth Century*.

Officials at CBS-TV said they would seek another advertiser for the program if Prudential drops out. The series, which has always enjoyed considerable critical and audience approval, costs some $90,000 a week including time, talent, production and other advertising expenses.

Tv fashion show idea turns into a trend

More than two dozen stores are known by Television Bureau of Advertising to be planning spring fashion shows, and the total could go to 50. Howard P. Abrahams, TvB's vice president for local sales is releasing in New York today (March 13) a status report on a trend that has been picking up in the wake of a tv success one year ago by Macy's in New York, an event that attracted attention in the retail trade.

Ten or more stores rushed to cameras with their fall models, and now the spring-and-autumn roll includes merchants in large and small markets throughout the country. This season, many are running their spring shows more than once on tv.

The evolution of a new media giant

WASHINGTON POST CO. BUYS 'NEWSWEEK' FOR $16 MILLION

Another media empire joined the half-dozen or more giants in the communications field last week when the Washington Post Co. bought *Newsweek Magazine* in a $16 million transaction.

The Post bought the national newsweekly—it ranks next to *Time Magazine* in circulation—from the Vincent Astor Foundation and other stockholders. The purchase was announced last Thursday.

The Washington Post publishing-broadcasting complex thus takes its place among these other media aggregations:

Time, Cowles, Triangle, Meredith, Whitney-Corinthian, Newhouse, Scripps-Howard, Hearst, Cox and a handful of regional publishing-broadcasting entities (Don Reynolds, Gannett, Steinman, Lee, McClatchy, Lindsay- Schaub, Morgan Murphy, Stauffer and Ridder).

The *Newsweek* purchase also includes the magazine's 46.22% interest in KOGO-AM-TV and KFSD-FM San Diego.

The Washington Post Co., publishes the capital's only morning newspaper, the *Washington Post & Times-Herald*. It owns WTOP-AM-FM-TV in Washington and WJXT (TV) Jacksonville. It bought the Florida station in 1953, paying $2.47 million for what was then WMBR-AM-FM-TV. In 1958 it sold the radio properties to WWDC Washington for approximately $400,000.

Bought at Auction ▪ The failing *Post* was bought by the late Eugene Meyer, New York financier, in 1933 at a bankruptcy sale. In 1954, the Post bought the opposition morning newspaper, the *Washington Times-Herald,* from the late Col. Robert R. McCormick (*Chicago Tribune, New York Daily News*), paying $8 million.

WTOP was originally owned by CBS. The Post bought a 55% interest in 1949 for $800,000. WTOP Inc. bought ch. 9 in Washington from the Bamberger Broadcasting Co. in 1950 for $1.4 million. CBS sold its 45% interest to the newspaper in 1954 for $3.5 million.

Philip L. Graham, 44-year-old son-in-law of Mr. Meyer, is president of the Washington Post Co. John W. Sweeterman, formerly the newspaper's business manager, was named publisher recently. The newspaper, one of the country's most prominent dailies, has a circulation in the nation's capital of over 400,000. It ranks seventh in the nation in advertising volume.

Newsweek, with a circulation of 1.4 million (compared with *Time's* 2.5 million), was founded in 1933 (it was then known as *Today*) by financier Vincent Astor, W. Averell Harriman, former New York governor and now President Kennedy's special roving ambassador, and others. Raymond Moley, a close adviser of President Franklin D. Roosevelt, was editor and still writes a weekly column. Malcolm Muir joined *Newsweek* in 1937 as publisher. He had been president of McGraw-Hill Publishing Company.

The magazine in 1960 had gross revenues from the sale of advertising of $27.1 million, compared with *Time's* $51.1 million, according to Publishers Information Service.

Newsweek's editor, John Denson, resigned last month to become editor of the *New York Herald Tribune.*

The purchase announcement last week said that the Washington Post Co. had purchased the 62% interest of the Vincent Astor Foundation in the magazine, and had agreed to make a similar offer to other stockholders. No price was given for the purchase. The stock is valued at $50 per share.

Media Combines ▪ *Time* entered the broadcasting field in 1953 when it bought what was then KDYL-AM-FM-TV Salt Lake City for $2.1 million. The Luce company's interest in broadcasting was brought about through the intercession of the late Wayne Coy, former FCC chairman and before that manager of the *Washington Post's* WINX Washington. Mr. Coy had been a special assistant to Mr. Meyer at the *Post* before taking over the radio post.

The very next year, *Time* bought KLZ-AM-FM-TV Denver, paying $3.5 million. In 1957 *Time* bought the Harry Bitner properties in a package transaction totaling $15¾ million. This included WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids. *Time* sold the Salt Lake City properties in 1959 to Columbia Pictures for $3.1 million.

Time Inc., publishes in addition to the news magazine, *Life, Fortune, Sports Illustrated* and the *Architectural Forum.*

Cowles, publisher of the *Des Moines*

Mrs. Roosevelt honored by WTTG (TV)

Sen. Hubert Humphrey (D.-Minn), Mrs. Eleanor Roosevelt and John W. Kluge, president of Metropolitan Broadcasting Corp. (l-to-r), are shown at a reception for the former first lady when she visited WTTG (TV) Washington to tape her *Prospects of Mankind* program. The program, shown on WTTG Saturday (March 11) and repeated on WNEW-TV New York yesterday (March 12), featured a discussion of the Peace Corps. Sen. Humphrey joined President Kennedy, Prof. Samuel Hayes, U. of Michigan (architect of the Peace Corps task force), and Prof. Senteca Kajubi, U. of East Africa, Uganda, as guests.

A BALLAD OF THE NORTH AND SOUTH

Stirring songs of battle, sorrow and victory... "Dixie," "John Brown's Body," "Yellow Rose of Texas"; these and other melodies recalled the passion and sweep of the Civil War on "A Ballad of the North and South." Produced by WBBM Chicago, one of the CBS Owned Radio Stations, and presented over the CBS Radio Network, this program of authentic Civil War music had the nation's critics cheering. Among their comments: "The melodies were happily blended with a commentary that fit the mood..." "The WBBM Orchestra, the Northwestern University Men's Glee Club and various soloists performed with style and humor."

Small wonder that it was chosen as one of the top two Radio Documentaries of the Year by 358 of the nation's Radio-TV editors in Radio-TV Daily's 19th Annual All-American Awards.

The CBS Owned Radio Stations create radio programs that are adult, informative, thought-provoking and, above all, interesting. According to one listener, "A Ballad of the North and South" was: "Best I've ever heard." Wouldn't a man in *that* frame of mind be receptive to your advertising message?

When people listen attentively to stimulating, provocative programs, they pay attention to the sponsor's sales message. And it is a matter of record that attentive, active, responsive audiences listen to the idea stations:

WEEI, WCBS, WCAU, WBBM, KMOX, KCBS, KNX, THE CBS OWNED RADIO STATIONS

BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS SAN FRANCISCO LOS ANGELES

Register & Tribune and *Look Magazine*, has held KRNT-AM-FM-TV Des Moines since before World War II. In the two post war decades, it acquired WHTN-TV Huntington, W. Va. The family-owned Minneapolis Star and Tribune Co. owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH (TV) Hutchinson (Wichita), Kan.

Triangle, based on *Philadelphia Inquirer*-WFIL-AM-FM-TV ownership, expanded during the past decade into ownership of WFBG-AM-TV Altoona, WLYH-TV Lebanon, both Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-TV and KRFM (FM) Fresno, Calif. The Annenberg publishing empire includes *Seventeen, Tv Guide, Official Detective, Tv Digest, The Morning Telegraph* and *Daily Racing Form.*

Meredith Publishing (*Better Homes & Gardens, Successful Farming,* plus a growing book publishing division), won a grant for Syracuse, N. Y., in 1948 and soon after purchased a radio affiliate. This is now WHEN-AM-TV. Since then it has bought KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-TV Omaha and KRMG Tulsa.

The John Hay Whitney-Corinthian group started in broadcasting in 1954 when the then J. H. Whitney Co. bought KOTV (TV) Tulsa, Okla., for $4 million. Since then Corinthian Broadcasting Corp. has acquired controlling interests in KHOU-TV Houston, Tex.; WISH-AM-TV Indianapolis, Ind.; WANE-AM-TV Fort Wayne, Ind., and KXTV (TV) Sacramento, Calif. Corinthian is 100% owned by Mr. Whitney, former ambassador to Great Britain, and publisher of the *New York Herald-Tribune* and *Parade Magazine* newspaper supplement. Through another subsidiary, Mr. Whitney owns 50% of the Herald-Tribune radio stations (WVIP Mt. Kisco, WVOX-AM-FM New Rochell, WGHQ Saugerties and WFYI Mineola, all New York.

The other 50% is owned by Martin Stone, broadcast producer.

Newspaper Groups ▪ S. I. Newhouse owns newspapers and radio tv outlets in Syracuse, N. Y.; Birmingham, Ala.; Harrisburg, Pa.; Portland, Ore., and St. Louis, Mo. He also owns the Conde-Nast Publishing Co. (*Vogue*).

The Scripps-Howard newspaper chain owns broadcast properties in these cities where it also publishes dailies: Cleveland, Cincinnati, Knoxville and Memphis.

Hearst newspaper-broadcast interests are in Baltimore and Milwaukee. It also owns radio and television interests in Pittsburgh.

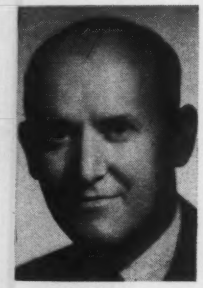
The Cox newspaper-radio-tv ownership covers Atlanta, Dayton, Charlotte and Miami.

Richards retained as Collins consultant

Robert K. Richards, Washington consultant and one-time administrative vice president of NAB, has been retained as a special consultant to NAB President LeRoy Collins on the proposed reorganization of the association.

Mr. Richards served at NAB in Washington from 1947 to 1954 when he established his own consultant firm. During this time he was public relations director of NAB and then assistant to NAB President Harold E. Fellows. He was named NAB administrative vice president in 1951 and remained in that capacity until he resigned.

Before joining NAB, Mr. Richards was editorial director of BROADCASTING (1944-47). During World War II he was assistant censor for broadcasting in the Office of Censorship. He was with Storer Broadcasting Co. in Toledo before the war, and with Scripps-Howard newspapers before that. Last year, Mr. Richards was president of the Broadcasters Club, Washington. This year he is chairman of the club's board of directors.



Mr. Richards

He holds interests in WKYR Keyser, W. Va., and WKBZ Muskegon, Mich.

Promised for submission to the NAB board in June is a plan for reorganizing NAB. This was proposed by Gov. Collins at the February board meeting in California. The NAB president said at that time the association's structure should be reorganized to permit greater concentration on broadgauge problems, especially government and public relations (BROADCASTING, Feb. 20).

In announcing the retention of Mr. Richards, Gov. Collins also said he has requested NAB staff executives to submit recommendations on reorganization. The choice of Mr. Richards was approved by the NAB Advisory Committee, which includes Clair R. McCollough, Steinman stations, chairman of joint NAB board; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., chairman of the tv board, and Thomas C. Bostic, Cascade Broadcasting Co., chairman of the radio board.

CBS tv stations exchange

A public affairs program exchange, conducted annually for the past two years by the five CBS-owned tv stations, begins April 15 and will run an extended 20-week period. The exchange, in which each station contributes a public affairs series for weekly showing on the other stations, was extended seven weeks to accommodate enthusiastic local response.

Programs and producing stations making up the 1961 exchange are: *The American Musical Theater,* WCBS-TV New York; *Keynotes,* KNXT (TV) Los Angeles; *The New Nations* WBBM-TV Chicago; *Once Over Lightly,* WCAU-TV Philadelphia; and *Outside In,* KMOX-TV St. Louis. The exchange series will add a total of 80 half-hour programs to each stations' weekly public affairs schedule.

WFAA stations schedule new building fanfare

WFAA-AM-FM-TV Dallas will move into its new $3.5 million quarters with a week of fanfare which begins April 5 with a dedication before 100 government and network officials and ABC-TV stars. A banquet follows that evening.

The tv stars will make personal appearances throughout the week and the building will be open to tours.

The new building consolidates formerly separate radio and tv facilities. The tv building dates from 1949, when WFAA began the first tv station in Dallas. The radio station went on the air in 1922, although its present building is more recent.

WFAA has sold the old tv studio to the city's educational KERA-TV for $400,000. The company values the studio and its equipment at $1,000,000.

The company has likewise sold or given away the former radio property with the exception of the files and an 80,000-record collection.

CBS-TV station meet set

The general managers of CBS-owned tv stations — WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—will meet in New York March 14-17. A comprehensive agenda has been prepared for the four-day conference. Among the topics to be discussed are public interest programming, one-hour documentaries, editorials and news programs. One day will be given to a sales clinic to be attended by the sales managers of the five stations.

CBS-TV Stations Division executives attending will be Merle S. Jones, president of the division; Craig Lawrence, vice president, CBS-TV stations; Harvey Struthers, vice president, station services; Bruce Bryant, vice president and general manager, CBS-TV Spot Sales and Hal Hough, director, program services.

"We've used the Ampex VTR to make money and increase business . . . very definitely," says George Harvey. "We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily . . . It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about . . . We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. *Videotape** is their baby all the way. Always has been." • • • • **Ask Ampex today for specific station histories of the *Videotape* Television Recorder as a basic money-making component of any competitive TV facility. Ask, too, about Ampex financing and leasing arrangements. Write Dept. BH.**

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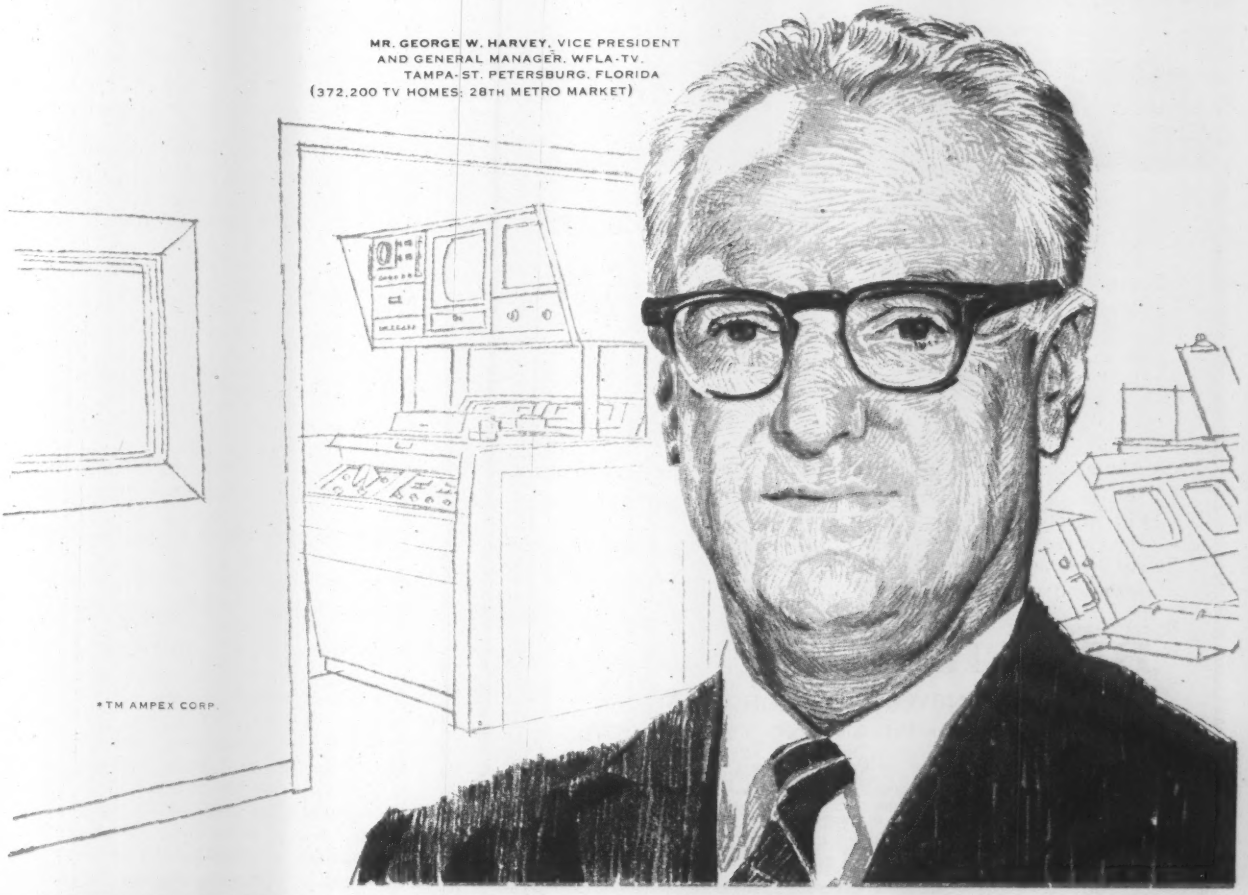

MR. GEORGE W. HARVEY, VICE PRESIDENT
AND GENERAL MANAGER, WFLA-TV,
TAMPA-ST. PETERSBURG, FLORIDA
(372,200 TV HOMES: 28TH METRO MARKET)

*TM AMPEX CORP.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KOGO-AM-TV, KFSD-FM San Diego, Calif.: Partial ownership transferred to *Washington* (D.C.) *Post* in newspaper's purchase of *Newsweek Magazine* for about $16 million (see page 44).

▪ KDAN Eureka and KBUC Corona, both Calif.: Sold by James F. Hadlock to Abe E. Goldman for over $575,000. Mr. Goldman is chairman of Son-Mark Industries, Philadelphia. Mr. Hadlock continues as president of both stations. He bought KDAN in 1959 for $225,000 and KBUC in 1958 for $175,000. KDAN is 5 kw day on 790 kc; KBUC, 1 kw day on 1370 kc. Broker was Jack L. Stoll & Assoc.

▪ KIEV Glendale, Calif.: Sold by David H. Cannon and Reed E. Callister for $400,000 plus $50,000 in consulting fees to Southern California Broadcasting Co. Principals of the buyer are William J. Beaton, 24-year veteran of broadcasting in Southern California; for the last 16 manager of KWKW Pasedena, who will be president and general manager; Dr. George P. Landegger and Allen O. Dragge. KIEV operates daytime with 250 w on 870 kc.

▪ KOPY Alice, Tex: Sold by Leon S. Walton to Norman Building Co. for $200,000. Robert N. Aylin is president of buying group. Mr. Walton bought KOPY in 1958 for $150,000. Station is 1 kw on 1070 kc. Broker was Patt McDonald Co.

▪ KAGE Winona, Minn.: Sold by Albert S. and Patricia W. Tedesco to James Goetz, Rex Eyler and Merlin Meythaler for $105,000. Mr. Goetz has been a Wisconsin radio executive, Mr. Eyler, a Monroe, Wis., businessman, and Mr. Meythaler has an interest in KMAQ Maquoketa, Iowa. The Tedescos are applicants for Minneapolis, Minn. KAGE is 1 kw daytime on 1380 kc. Broker was Hamilton, Landis & Assoc.

▪ WABR Orlando-Winter Park, Fla.: Sold by I. Edward Edwards, Preston M. Ward and David McGregor to James H. Sawyer for $7,000 in bankruptcy sale after debts amounting to about $20,000 in secured obligations and $170,000 in unsecured claims are satisfied. Assets add up to $70,000. Mr. Sawyer, who sold the station to the present sellers in 1958 for $225,000, holds a promissory note with a remaining unpaid balance of almost $59,000. The station, 5 kw day on 1440 kc, was bought by Mr. Sawyer originally in 1957 when he paid $126,500 for it. In 1955, $600 was paid for 12% and $29,000 for 40%.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 92).

▪ WSAI-AM-FM Cincinnati, Ohio: Sold by Consolidated Sun Ray to Jupiter Broadcasting Co. for $1.2 million, including agreement not to compete. Also part of transaction is $12,000 for Musicast Inc., background music corporation in Cincinnati. Jupiter is jointly owned by Fox, Wells & Rogers, which has 42.5% interest in KOGO-AM-TV and KFSD-TV San Diego and a minority interest in Springfield Television Corp. (WWLP [TV] Springfield, WWOR [TV] Worcester and WRLP [TV] Greenfield, all Massachusetts), and Payson & Trask. Both are New York investment firms. Ernest Tannen, former Kluge stations director and owner of WDMV Pocomoke City, Md., is president of Jupiter.

▪ WTAC Flint, Mich.: Sold by Leonard and Philip Chess to Whitehall Stations Inc., for $533,200 plus brokers commission of $22,500 and agreement not to compete. Whitehall is composed of Philadelphia businessmen, with Louis Tose, trucking, president, and including Philadelphia disc jockeys Gene Milner, WIP and John Reddy, WRCV.

Six join ABC Radio

Six stations have joined ABC Radio: KARA Albuquerque, N. M.; KTOK Oklahoma City, Okla.; WHYE Roanoke, Va.; KSBW Salinas, Calif.; KIRL Wichita, Kan., and KOME Tulsa, Okla. ABC now has 353 affiliates.

KARA is on 1310 kc with 1 kw, managed by Walter Stiles, president, and had been operating independently. KTOK, former MBS station, operates on 1000 kc with 5 kw, Wendell Mayers, president, and Tom Johnson, general station manager. WHYE, previously independent, is assigned to 910 kc with 1 kw, owned by Roanoke Broadcasters Inc., Joseph Mullen, president, and Jon A. Holiday, vice president-general manager.

KSBW, which had been dually affiliated with ABC and Mutual, is on 1380 kc, 5 kw, owned by Salinas Valley Broadcasting Co., John F. Cohan, president. KIRL, former NBC affiliate, broadcasts on 1070 kc, 10 kw-day—1 kw-night, owned by Jayhawk Broad-

Outstanding Exclusive Broadcast Properties

This is a major market daytime operation with high ratings. The physical plant is good and the station operates in the black. Down payment of $50,000 with a 5 year payout.	MID-ATLANTIC $215,000
An excellent fulltime station with "top 100" programming. The market is progressive and well-known. Down payment is $35,000 and the terms are liberal.	SOUTH $150,000
This is a low expense daytime property with real potential for the right man. The market is in the top 100, and the station is operating in the black. 29% down and a liberal payout.	SOUTH CENTRAL $125,000

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NEGOTIATIONS • FINANCING • APPRAISALS

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James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

casting Corp. (Mary Pickford and Buddy Rogers), Jack Coppersmith, general manager. KOME returns after a disaffiliation from ABC last summer (KFMJ was the Tulsa ABC affiliate in the interim). KOME operates on 1300 kc, 5 kw-day—1 kw-night, owned by Franklin Broadcasting Co., William F. Johns Jr., president, and Gordon Wund, vice president-general manager.

RCA'S TOP THREE

Stockholder report shows their incomes and taxes

Brig. Gen. David Sarnoff ($200,000), John L. Burns ($185,000) and Robert W. Sarnoff ($160,000) were the three highest salaried officers and/or directors of RCA in 1960, according to a proxy statement being circulated by the company in preparation for its annual meeting of stockholders on May 2.

Counting incentive awards payable as well as salaries paid, the ranking is revised and Mr. Burns, president of RCA, leads the list with $272,917; Robert Sarnoff, chairman of RCA's NBC subsidiary, is second with $202,000 and Gen. Sarnoff, RCA chairman, who is serving past normal retirement age and has waived incentive awards, is third with $200,000. Incentive awards authorized each year are payable over a five-year period and hence must be "earned out." They are paid in cash and/or RCA common stock.

Along with salary and incentive awards the report gives an estimate of the amount of federal income tax paid by each individual. Thus it is estimated that Gen. Sarnoff's $200,000 boiled down to about $66,900 after he paid approximately $133,100 in federal taxes. The salary, incentive awards and tax estimates as broken down for the others in the top three were as follows:

Mr. Burns received $185,417 in salary (federal income tax bite: $136,-168), plus incentives totaling $87,500 of which $17,500 is being paid this month and the rest is to be "earned out" over the next four years. Robert Sarnoff received $160,000 in salary (federal income tax: $106,488) plus $8,400 in incentive awards paid and $33,600 to be earned out.

Retirement Pay ▪ The report also shows that the RCA retirement plan, financed by both individual and corporate contributions, currently anticipates that at age 65 Robert Sarnoff will be eligible for an annual retirement income of $105,600, and Mr. Burns, $53,955. Gen. Sarnoff's retirement benefits, deferred until his actual retirement, will come to $85,400 a year.

Two other officers or directors received more than $100,000 in salary during 1960, according to the report. Elmer W. Engstrom, RCA senior executive vice president, received $135,000 in salary plus incentive awards of $7,700 being paid now and $30,800 to be earned out. His annual retirement income at age 65 would be $42,245. Charles M. Odorizzi, RCA group executive vp, received $125,000 in salary, incentive awards totaling $5,600 payable now and $22,400 to be earned out, and will be eligible for retirement income of $47,690 a year beginning at age 65.

One other officer, W. Walter Watts, also a group executive vp, is currently in the over-$100,000 salary bracket but did not reach this figure in 1960. When he became an RCA board member last September, the report discloses, RCA "entered into an agreement with him providing for his employment until his normal retirement date in May 1967 at a base salary of $110,000 per annum, with provisions for payment in ten annual installments after termination of employment of an additional sum equal to $1,250 a month for each month of employment under the agreement," provided he does not go to work for an RCA competitor. During 1960 Mr. Watts received $36,361 in salary, incentive awards of $5,400 now paid and $21,600 to be earned out, and at age 65 will be eligible for $29,830 a year in retirement income.

Stock Options ▪ Other highlights of the 1960 report: Gen. Sarnoff bought 20,000 shares of RCA common stock at $48.667 per share under an option granted in 1955 authorizing him to buy up to 103,640 shares at that price. Mr. Engstrom bought 750 shares at $28.309 per share, also under a prior option. Market prices of RCA common ranged between $51.50 and $78.375 during the first three quarters of 1960 and closed at $52 on Jan. 9, 1961, the report points out.

The statement also reports that the New York law firm of Cahill, Gordon, Reindel & Ohl received $350,000 as legal counsel for RCA, NBC and other subsidiaries in 1960, and that John T. Cahill, senior partner in the law firm and RCA general counsel as well as a board member, received $3,550 in fees and salaries from RCA.

Two matters for submission to stockholders at the May 2 meeting—both favored by management—are proposals to change the terms of directors from three years to one year, and to indemnify officers, directors and employes against damages in lawsuits arising out of their RCA service except where they are found guilty of negligence or wilful misconduct.

STATIONS FOR SALE

EAST—$175,000.00

Beautiful, northeast United States. Major market in *that* area. Asking between $160,000.00 to $175,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$275,000.00

GULF COAST FULLTIMER

This is the top station in a two-station market which is one of the fastest growing industrial areas in the country. Grossed over $190,000.00 in 1960. 29% down, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST

Midwest fulltimer with metropolitan area population of 140,000. This station needs strong management to return it to top position in the market. Price is negotiable with down payment of $115,000.00 necessary. Owners anxious for fast sale.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$300,000.00

Profitable fulltime radio station in sunny western growth state. This long established property is grossing $15,-000 to $17,000 monthly and is priced at $300,000.00 with 29% down and the balance to be negotiated.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

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NBC's Sunset & Vine era is coming to an end

One of the world's best known addresses—Sunset & Vine—changed owners last week in a transaction that involves $3.5 million.

Announced jointly by John West, NBC vice president in charge of the Pacific Div., and Lionel Hayes Uhlmann Jr., president of Uhlco Properties of Los Angeles, was an agreement calling for NBC to vacate the five-acre plot where the network's Hollywood Radio City was so proudly erected in 1938, to make room for a $75 million hotel and office development. If Uhlco executes its option, the present occupants—NBC-owned KRCA (TV) and a few network departments—will be moved to Color City in Burbank, Calif., in the fall of 1963.

On Oct. 17, 1938, with an un-Hollywoodlike lack of fanfare, NBC moved from the Melrose Ave. studios built less than three years before and already outgrown, into its new Sunset and Vine location. Here was a corner office building with a 50-foot high lobby through which visitors from all corners of the world trooped into four large audience studios, each under its own roof, to see the owners of the so-familiar voices they had heard on NBC.

Here was where the *Jello Program*, with Jack Benny, Mary Livingston and Don Wilson, originated each Sunday evening. Also on Sunday, the *Chase & Sanborn Hour*, with Edgar Bergen and Charlie McCarthy,

In network radio's palmier days, the greats and near-greats of entertainment appeared before the NBC microphones at the Sunset & Vine studio, as did Eddie Cantor, shown above.

Dorothy Lamour and Don Ameche; Woodbury's *Hollywood Playhouse*, with Tyrone Power and guest stars, and *The Circle*, with Carole Lombard, Ronald Colman, Cary Grant and other film stars, went out across the network from Sunset and Vine.

Here, during the week, emanated *One Man's Family, Amos 'n' Andy, Al Pearce and His Gang, The Pepsodent Show* with Bob Hope, *Kraft Music Hall* with Bing Crosby and Bob Burns, Jimmy Fidler's *Hollywood Gossip*, Maxwell House's *Good News* with Robert Taylor, Fanny Brice, Frank Morgan and Meredith Willson and his orchestra. There were George Burns and Gracie Allen, Eddie Cantor, *Dragnet, Fibber McGee and Molly*, Spike Jones, and the list could go on and on.

There were no tapes, no transcriptions, on the network. Every show was live, with a repeat for the West Coast. And every one of the top shows filled a large audience studio for each broadcast. This was radio at its zenith. These were the good old days the old timers talk about.

Then came tv. And tape. There went the studio audiences. New times meant new needs. NBC built a new center in Burbank, not only for tv but for color tv. And now the old Hollywood Radio City is no longer needed. Its real estate value is worth more than having studios at Sunset and Vine, where studio audience lines have not formed for years.

Crowell-Collier radio income jumps 44% in '60

The Crowell-Collier Publishing Co., New York, last week reported consolidated sales for 1960 of $44,498,146, compared with $35,491,211 the previous year. The 1960 total includes revenues of Crowell-Collier Broadcasting Corp., a subsidiary, which rose 44% to $3,539,000. The company operates KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul, the latter two stations operating in 1960 as Crowell-Collier stations for the first time in a full 12-month period.

Crowell-Collier's consolidated sales exclude those of The Macmillan Co., which was merged with Crowell-Collier on Dec. 30, 1960. Including Macmillan sales, the 1960 total was $64,410,474. Earnings before taxes, not including Macmillan, were $6,824,913, an increase of 31% over the 1959 total of $5,209,670. Combined Crowell-Collier and Macmillan net earnings per share on a pro forma basis were $2.24 in 1960. In 1959, per share earnings of Crowell-Collier alone, adjusted for the 4% stock dividend paid in 1960, were $1.96.

Contracts were signed during the past year to buy WMGM New York and WGMS Washington, D. C. Applications for assignment of licenses are awaiting FCC approval.

AP wire study group to meet

The 1961 wire study committee of the Associated Press Radio-Television Assn. will meet with AP executives in New York today (March 13) to study the wire service's regional broadcast news operations. The wire study committee will be headed by F. O. Carver, news director, WSJS Winston-Salem, N. C., who will be assisted by four regional sub-chairmen. They are: Edward F. Ryan, WTOP Washington, D. C., representing the eastern district; John R. Wilson, KONO San Antonio, southern district; William G. Garry, WBBM-TV Chicago, central district; and Jack R. Wagner, KNBC San Francisco, western district.

Second group asks catv for Santa Maria, Calif.

The Santa Maria, Calif., city council will be faced with a community antenna tv franchise request this week for the second time in six months (BROADCASTING, Oct. 3, 1960). The first time the council turned down the request. Citizens in nearby Lompoc voted against it in a special referendum. Bing Crosby Productions was the applicant for the area catv.

Opposing the request were KEYT (TV) Santa Barbara and KSBY-TV San Luis Obispo.

A new group, consisting of William F. Luton and Charles M. Trimble, applied to the Santa Maria City Council on Jan. 16 for a catv franchise. Mr.

GRACE KELLY
RAY MILLAND
BOB CUMMINGS

ALFRED HITCHCOCK'S 'DIAL M FOR MURDER'

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For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

From JFK to broadcasting: a commitment and a compliment

President John F. Kennedy last week described the broadcast coverage of the 1960 political campaigns as "a great step forward in the democratic process." He told broadcasters they could solve their problems by themselves and promised that his administration would respect broadcast freedoms that are "guaranteed under our Constitution."

The President's remarks were made in response to an award to him and to Richard M. Nixon from the Radio & Television Executives Society, New York (see below). Here is his text as delivered to the RTES by J. Leonard Reinsch, executive director of the Cox stations, who represented him at the RTES presentation dinner:

I am honored to receive this award and to share it with my adversary in the recent election. But it seems to me that the award belongs as much to you as to me and Mr. Nixon. The television and radio coverage of the campaign, as well as that of the printed media, gave the people an unprecedented opportunity to study the candidates and the issues.

Broadcasting's performance in the critical election year of 1960 was a great step forward in the democratic process. It showed how vital a role television and radio can play in the business of creating an informed public. Free government can function only if its citizens can make decisions on the basis of knowledge.

The flow of information must be consistent. The public will not be knowledgeable if it is given a massive dose of information once every four years and no more than a dribble of it in the interval. I take satisfaction in observing that this fact is being recognized by more and more of you in broadcasting. It would be a disservice to the American people if television and radio slackened their efforts to keep abreast of current history.

As you are aware, there have been criticisms of some areas of programming. I do not think that anyone expects you to achieve perfection. Democracy itself is far from perfect, but it is much to be preferred over other forms of government if for no other reason than the encouragement it gives free men to seek perfection or at least improvement.

I would hope that this administration will provide that kind of encouragement. And I would hope that you in broadcasting would respond by continuing your efforts to amplify and enhance the reservoir of knowledge in this country.

The problems of broadcasting are not insoluble. You have in your

hands the means to correct any shortcomings that exist. Of one thing you can be certain; this administration will do nothing to impair the freedom of the mass communications media guaranteed under our Constitution and our democratic precepts.

The RTES Gold Medal Award was presented to President Kennedy and to his opponent in the presidential race of 1960, Mr. Nixon, during an RTES annual dinner in New York's Waldorf-Astoria Hotel March 9.

RTES President Richard S. Salant, president of CBS News, made the presentation. Designated to accept the awards for the recipients were Mr. Reinsch, communications consultant during the presidential campaign for Mr. Kennedy, and Herbert Klein, who served as Mr. Nixon's news secretary. Mr. Klein is now editor of the San Diego Union. The awards were made by the RTES board of governors because they felt radio-tv programming in 1960 on the presidential campaign—particularly the face-to-face appearances of the presidential candidates—was the "most significant contribution of broadcasting to the best interests" of the U. S. and its citizens.

Mr. Klein said it was up to television to devise a "frequent time if not equal time" policy to help the GOP counter advantages President Kennedy gains via briadcast news conferences (and, soon, Fireside Chats). *"I can only commend President Kennedy for using all the television time possible," he said. But he warned that letting him "completely dominate the tv screen" could "cripple" the two-party political system.*

Mr. Klein ventured that television had become "too gimmick-conscious." He said "technical ideas or artistic ideas" should not be allowed to "overshadow the basic job of presenting the news."

Mr. Klein quoted a telegram from Mr. Nixon, asserting that "television is powerful but still is an infant factor in politics. It will never supplant the printed word, but its full force is yet to be seen and employed." He said that in creating the presidential debates radio-tv rendered "a distinct service" which he hoped "would be enlarged and repeated."

Luton is president of Key Television Inc., licensee of KEYT.

The council decided, in view of its previous action on the catv request last September and the attempt of local interests to secure a franchise for a local tv station, to defer consideration for 60 days.

The catv group said it could provide service from seven channels and clearer reception.

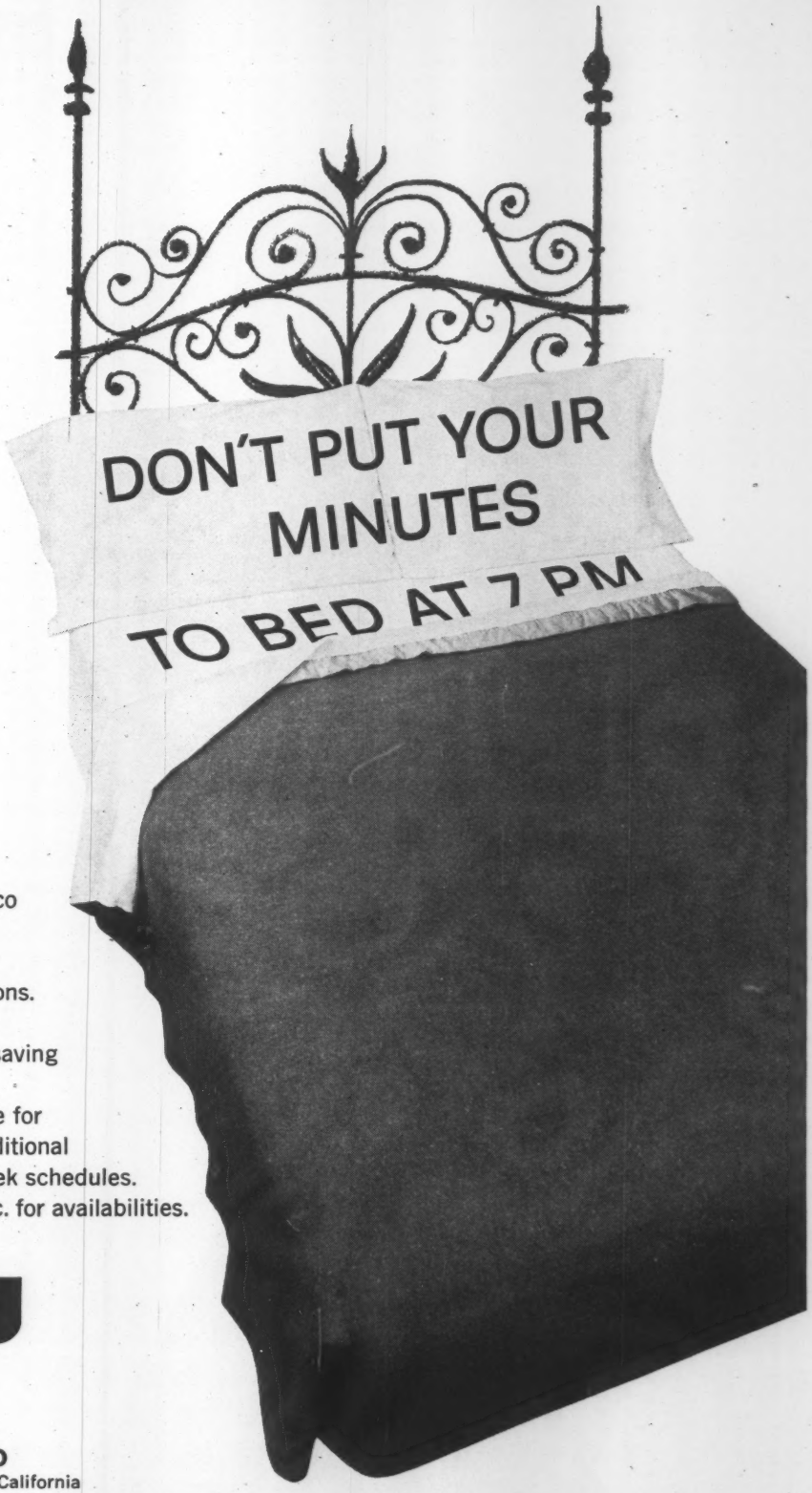
Local interests have asked the FCC to assign ch. 10 or ch. 12 to the Santa-Maria-Lompoc area and have indicated they would apply for it.

CBS Inc. net sales up, profits down $2 million

CBS Inc. net sales reached a record high of almost $464.6 million in 1960 as compared with slightly more than $444.3 million in 1959 but net profits dipped to $23.2 million from more than $25.2 million in 1959.

These were the highlights of the company's annual report distributed to stockholders last week. The report made no explanation for the decline in net profits, but in its third quarter report, CBS attributed the decrease up to that time to increased selling expenses and administrative costs. The income statement in the annual report showed a sharp rise in these expenses for 1960.

Net income per share was reported $2.77 in 1960, as against $3.02 in the preceding year. Cash dividends of $1.40 per share were paid in 1960, as compared with $1.25 in 1959.



Sell the 23-county San Francisco Bay Area at night with high-rated minute announcements on KTVU. No forced combinations. Buy one announcement. Or buy a schedule on the money-saving penetration plan.
Minutes, 20's and ID's combine for penetration plan discounts. Additional discounts on 13, 26 and 52-week schedules. Call KTVU or H-R Television Inc. for availabilities.

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Whether it jumps to make a discovery that's out of this world, or sits down quietly to spend a century or two on atomic research, steel is the only material that has the strength and vigor to keep up with the reach of modern man's mind.

New Stainless Steels developed by United States Steel withstand the vibration and friction of unearthly speeds. New USS Steel Forgings shape atomic reactors and nuclear power systems. Look around. You'll see steel in so many places—building strength.

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Lee takes etv pulpit to New York State

A consistent FCC evangelist for educational television chided New York State last week for a laggard pace in etv. Commissioner Robert E. Lee told broadcasters and legislators at the New York State Broadcasters Assn.'s annual dinner for lawmakers March 7 that most states look to New York for leadership but that "such leadership has been singularly lacking in the field of educational television."

Earlier, in all-day business sessions, the NYBA elected Paul Adanti, vice president and general manager of WHEN-AM-FM-TV Syracuse, to the association presidency. He succeeds George Dunham, general manager of WNBF-AM-FM-TV Binghamton. Elected with Mr. Adanti: Merle Galusha, operations manager of WGY-WGFM (FM)-WRGB (TV) Schenectady-Albany, first vice president; Sam Slate, general manager of WCBS-AM-FM-TV New York, second vice president; Elliott Stewart, executive vice president and manager of WIBX Utica, re-elected secretary, and Joseph Pinna, station manager of WUSJ Lockport, treasurer.

In Mr. Lee's audience were New York Gov. Nelson Rockefeller and a large turnout of state assemblymen. He told them that educational use of the uhf band will save these frequencies for all broadcasting. There are about 70 commercial uhf stations on the air, and "I suspect the majority is not doing too well financially," the commissioner said, but educational broadcasters do not have to be handicapped by competitive problems and are realizing that the shorter-range uhf signal is no serious handicap.

On the problem of money for etv, Commissioner Lee has "every expectancy" that Congress will grant states subsidies. Another proposed federal bill, the commission's recommendation to force manufacture of all-channel receivers, would help adult education and this in turn would have its effect on commercial broadcasting, he thinks. "Educational programming can be attractive, fascinating and not without entertainment value. . . . Commercial stations would find serious competition to their too frequently tasteless and unimaginative fare and would conceivably broadcast a greater portion of their programs to satisfy adult minds," he said.

Re-allocations ▪ Two educational experiments bear watching, Commissioner Lee said. The FCC's own experimental uhf operation in New York City expects to be on the air with a megawatt power by Oct. 1 and at a later date is likely to add a second station to "multicast" the signal. "Another valuable project" is that of Purdue U., Lafayette, Ind., with $4.5 million backing by the Ford Foundation, to program 72 programs a day over six channels, the FCC commissioner said.

A further step toward all-uhf broadcasting was proclaimed by Commissioner Lee's report that the FCC is considering all-uhf area re-allocations. Pay tv, too, will hasten the trek to the upper spectrum, he believes.

New York State has but one educational station on the air, despite increasingly critical educational needs, NYBA and legislators were reminded. "Educational tv is on the march, and I hope the Empire State joins this big parade," the commissioner concluded.

In other business matters, NYBA decided to discontinue its annual dinner meeting with state legislators and instead substitute regional meetings at a time when the legislature is not in session. The association also made plans to hire a full-time executive secretary, which it has not had in the past, and launched an intensive drive for new members.

Media reports...

Broker moves ▪ W. B. Grimes & Co., station broker, announces change of address effective March 1. New address is 2000 Florida Ave., N. W., Washington 9, D. C. Telephone number, Decatur 2-2311, remains same.

Florida ruling ▪ Showing of Gov. Farris Bryant's weekly news conferences on the state's educational tv system would be legal, Florida's attorney general, Richard Ervin, has ruled. He held the law banning use of the stations to promote political or governmental activities would not be violated.

Disaster tape ▪ WNBQ (TV) Chicago has presented to the Chicago fire department a kinescope copy of the station's video tape coverage of a major fire Jan. 29 in which a building collapsed and trapped nine firemen. The frame-by-frame sequence of the collapse also was enlarged for study. The fire officials are considering use of closed circuit tv in future disasters.

CBS RADIO SHUFFLES TOP POSTS

Ruegg, Webster, Dundes, Sutton get new assignments

Four managerial posts at CBS Radio will be realigned at the end of this month, announces President Arthur Hull Hayes (see WEEK'S HEADLINERS, page 10). Affected are station administration (seven network-owned stations), CBS Radio Spot Sales, KCBS San Francisco and KNX Los Angeles. The new assignments:

Fred Ruegg to vice president in charge of station administration, Maurie E. Webster to vice president and general manager of CBS Radio Spot Sales, Jules Dundes to vice president and general manager of KCBS and Robert P. Sutton to vice president and general manager of KNX. All take over March 27.

The new station administrative chief leaves the KNX vice presidency to headquarter in New York, succeeding Mr. Dundes, whose administration since 1956 was saluted by Mr. Hayes for leadership in "adult radio broadcasting." Mr. Ruegg joined KQW (now KCBS) in 1938, moving up there and eventually becoming assistant director of labor relations for CBS in 1953. In 1956 he became general manager of KNX and the CBS Radio Pacific Network.

Mr. Webster also travels east for his new assignment, coming from the KCBS vice president-general manager post. He joined KNX in 1937 and advanced to sales manager before moving to KCBS in 1958.

Mr. Dundes, a New York City native, started there in promotion with CBS in 1936 and served his first tour with KCBS in 1955, succeeding Mr. Hayes as manager when he was tapped for the network presidency. Now Mr. Dundes is going back to San Francisco to an assignment reportedly authorized at his specific request, in line with his known desire to make his home there. He had returned to New York in April 1956 as vice president in charge of advertising and promotion for CBS Radio and in November of that year he moved to station administration.

The new head of KNX has been program director of the station and CBS Radio Pacific Network since September 1952. Previously Mr. Sutton had been with WCCO Minneapolis from 1939 as writer, producer and program director.

CBS owned radio stations are WCBS New York, WCAU Philadelphia, WEEI Boston, WBBM Chicago, KMOX St. Louis, KCBS and KNX. CBS Radio Spot Sales represents these and four others, WTOP Washington, WCCO Minneapolis, WBT Charlotte, N. C., and KOIN Portland, Ore.

WSNO, WABJ join CBS

CBS Radio affiliates numbered 198 last week with the signing of WSNO Barre-Montpelier, Vt., and WABJ Adrian, Mich., on March 5 and 6, respectively. WSNO, 250 w on 1450 kc, is owned and operated by Robert J. Kimel and Bess W. Grad. Alan H. Noyes is general manager. WABJ, 250 w on 1490 kc, is owned and operated by Gerity Broadcasting Co. Donald J. Dean is general manager.

"YOU'VE GOT A DEAL..."

says James Schiavone,
Station Mgr., WWJ-TV, Detroit, Mich.

"...a program series WWJ-TV must have."

"The Dr. Joyce Brothers series will be another example of WTVJ's program leadership in the south Florida area."

Lee Ruwitch,
Exec. V. P. & Gen. Mgr., WTVJ, Miami, Fla.

"From every aspect this is the type of program feature which any station can take pride in presenting."

A. Louis Read, Exec. V. P. & Gen. Mgr.,
WDSU Broadcasting Corp., New Orleans, La.

65 Quarter-Hours
or 195 Five-Minute Programs

"CONSULT DR. BROTHERS"

This popularity proven program series was pre-tested before a panel of top station management. The reaction was immediate and decisive. They bought it! Now you've got it too—a program that's perfect for stripping—all the popular appeal of adult subjects...love...marriage ...sex...dating...treated in a mature manner. Dr. Joyce Brothers does it with all the prestige inherent in her vast professional background...with a lively personality which excites lively viewer interest. "Consult Dr. Brothers" has: proven track record, proven sales record, proven critical acclaim, proven audience and sponsor pulling power. Don't miss this one!

ABC FILMS, INC.

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Cox named Broadcast Bureau head

NEW FCC STAFF TAKES SHAPE; MAX PAGLIN TO BE GENERAL COUNSEL

Key staff-level posts at the FCC under the New Frontier chairmanship of Newton N. Minow began to take shape last week, highlighted by these developments:

▪ Seattle attorney and broadcast-oriented Kenneth A. Cox was named chief of the Broadcast Bureau in a last-minute switch. He formerly was ticketed to take over as general counsel (BROADCASTING, Feb. 27).

▪ While no announcement was made, it was learned that Max D. Paglin, presently chief of the litigation division of the general counsel's office, will become general counsel.

▪ Henry Geller and Daniel Ohlbaum, former FCC attorneys more recently with the Justice Dept., are slated to be named associate general counsel and chief of litigation, respectively.

▪ Mr. Cox's chief lieutenant in the Broadcast Bureau will be James Juntilla, a former bureau attorney now with the Washington law firm of Arnold, Fortas & Porter.

After a special FCC meeting last Thursday (March 9), the appointment of Mr. Cox as Broadcast Bureau chief was officially announced. He will take over that post about April 10 and will succeed Harold Cowgill, who has been head of the bureau since 1957. Mr. Cox gained considerable knowledge of the FCC and its problems as a special consultant on communications matters for the Senate Commerce Committee and he has, at times, been highly critical of the agency.

While only the Cox action was officially announced by Chairman Minow, it was reported the chairman also told the commissioners of his intentions regarding Messrs. Paglin, Ohlbaum, Geller and Juntilla.

A Policy Help ▪ Mr. Cox was first approached by Mr. Minow in February about the post of general counsel. He agreed to accept (BROADCASTING, Feb. 20) and the change in assignments did not come until last Wednesday—when Mr. Cox met Mr. Minow for the first time.

Chairman Minow said the change was made at his suggestion because he felt the Cox background and specialized talents could be better used by the commission as Broadcast Bureau chief than as general counsel. This would be particularly true in policy matters, where the bureau normally has a greater voice than the general counsel, he said.

"I am very, very happy that he has decided to do this and so is the commission," Chairman Minow said, "It is in this area that the commission must make important policy decisions in the coming years. Mr. Cox brings to the commission a rich and varied experience in dealing with the complicated problems of the broadcasting industry."

Mr. Cox said that he would be happy to serve in the spot where he is needed most and can be of immediate help to the commission. He pointed out that, as general counsel, it would have been several weeks before he could operate with complete effectiveness. "If chief of the Broadcast Bureau is where I can make a better contribution then that is where I am going to work," he said.

A Senate Viewpoint ▪ Mr. Cox served as special counsel to the Senate Com-

How the FCC would have been run, if . . .

Flashback to how the FCC might have been run in the last three years had President Eisenhower gone ahead with his plan to appoint Edward K. Mills Jr., New Jersey Republican as chairman of the FCC, is contained in a valedictory delivered by Mr. Mills to his brethren of the Federal Trade Commission upon the occasion of his resignation.

The FCC would have had a central planning staff which would have set up special priorities for long range planning in specific areas. The commission would have focused its activities, rather than trying to spread its regulatory tentacles all over. More authority would have been delegated to commissioners and to the staff.

These are some of the remarks made by Mr. Mills when he resigned from the FTC March 1. They were contained in a memorandum Mr. Mills submitted to the four remaining members of the trade agency.

In 1957 Mr. Mills was all but nominated to be FCC chairman (BROADCASTING, May 7). He then was assistant director of the General Service Administration and would have succeeded the then chairman, George C. McConnaughey. When President Eisenhower named incumbent commissioner John C. Doerfer as chairman, Mr. Mills declined an appointment as straight commissioner. Again, in 1960 Mr. Mills was nominated to be an FCC commissioner, succeeding resigned Chairman Doerfer. He had his name withdrawn when a conflict of interest arose which he could not remedy. He was given a recess appointment to the FTC last year.

Too often, Mr. Mills said in his statement earlier this month, the FTC gets into a project by "happenstance."

"A broad, long-range plan, and an order of priority based on available staff, would serve as the blueprint for FTC action in the future. With such a plan the commission, as well as industry, would know better what it was doing and where it was going."

The FTC's statistical score in actions brought is evidence of "aggressive" law enforcement, Mr. Mills said. But, he added, "the mere volume of work is of itself but one index of this agency's effectiveness." Of greater importance, he said, is the impact on public welfare and that the most harmful and substantial abuses be challenged first.

He found what he called the "dual approach" of the FTC a good thing. This is where the trade commission cooperates with an industry in establishing voluntary compliance with good practices codes. "To the minority of recalcitrants the prosecutive paddle should be applied," he added.

Mr. Mills disagreed with recommendations made by James F. Landis, adviser to President Kennedy on regulatory agencies, that antitrust jurisdiction be removed from the FTC and placed solely in the Dept. of Justice. He also rejected the suggestion that responsibility for foods and drugs be transferred to FTC.

merce Committee during sweeping inquiries in several broadcasting-FCC areas, beginning in 1956. He has authorized three reports which seldom saw eye-to-eye with the commission. The agency since, however, has adopted many of the Cox recommendations.

In a controversial 1957 report never adopted by the full committee, Mr. Cox recommended that pay tv be given a "large scale test" (BROADCASTING, Feb. 18, 1957). The commission has just recently taken this step (BROADCASTING, Feb. 27).

Mr. Cox followed this recommendation with a July 1957 report highly critical of network option time and must-buy practices, claiming that they injure the public interest (BROADCASTING, July 1, 1957). Again, the FCC has legislated against both activities and has prohibited network representation of stations, another practice frowned on in the report.

A final Cox report for the Senate committee criticized the commission for its allocations inaction and its failure to exert control over catv; he recommended that vhf boosters be authorized (BROADCASTING, Jan. 12, 1959). At the time of this report, the FCC maintained it had no control over catv and was in the process of ordering vhf boosters off the air. Since, however, the commission's attitude has changed in both fields and Congress passed legislation authorizing boosters. The same Cox report was highly favorable toward small, local tv stations and said the commission should take steps to encourage and protect them.

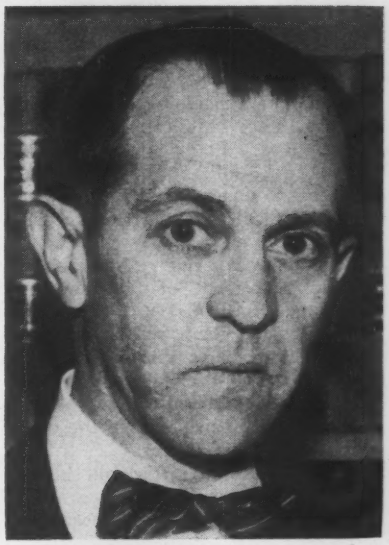
Mr. Cox was born in Topeka, Kan., in 1916 and received a law degree from Washington U. and later a master's degree in law from Michigan U., where he was a classmate of former Commissioner Charles H. King.

Mr. Cowgill replaced Edward Kenehan as chief of the Broadcast Bureau in May 1957. He first joined the FCC in 1935 and in 1944 left to enter private law practice. He returned to the commission in 1954 after unsuccessful operation of uhf WTVP (TV) Decatur, Ill., his hometown.

Paglin Moves Up ▪ Mr. Paglin, who first joined the FCC's legal staff in 1942, will replace John F. FitzGerald as general counsel. Prior to joining the commission, he practiced law in his native New York City. He became legal assistant to Commissioner Robert T. Bartley in July 1953 and moved into his present post in January 1959 when the former litigation chief, Robert A. Solomon, resigned to join the Dept. of Justice.

Both Messrs. Geller and Ohlbaum are former staffers in the litigation division of the general counsel's office and in recent years have been with the Justice Dept. Mr. Geller returned to the commission 10 days ago, when Chairman Minow was sworn in, as his temporary administrative assistant. The associate general counsel's post he will fill has been vacant since the resignation last summer of Ed Holtz, who joined the Washington law firm of Hogan & Hartson. Mr. Ohlbaum, in turn, will move into the spot being vacated by Mr. Paglin.

Mr. Cox



Mr. Paglin

Mr. Juntilla also will be returning to the agency he formerly served. He was staff attorney in the hearing division of the Broadcast Bureau from 1949 through November 1952 when present Commissioner Frederick W. Ford was chief of the bureau. Mr. Juntilla was active in the American Broadcasting-Paramount Theatres merger case while on the FCC staff and joined the Arnold, Fortas & Porter firm shortly after leaving the commission.

There'll be fewer headlines from Harris now

NEW SUBCOMMITTEE WON'T BE AS NOISY AS OVERSIGHT

Chairman Oren Harris (D-Ark.) of the House Commerce Committee indicated last week the new Special Regulatory Agencies Subcommittee will be a more sedate member of the Capitol Hill scene than was its explosive, headline-producing predecessor, the Legislative Oversight Subcommittee.

Rep. Harris, who will head the new unit as he did Oversight, said, "We're not going to start with a large group of investigators. Rather, our work will be more of a technical and legal nature."

He said the new subcommittee will serve as liaison between the regulatory agencies and Congress. But, he added, "If we get into anything that requires investigation, we won't shirk our responsibility."

As outlined by the chairman, the new subcommittee's function will be to determine whether the agencies are administering the law as Congress intended, investigate the adequacy of the law involved, help clarify policy and, if necessary, suggest new legislation.

Rep. Harris made his comments Thursday at a news conference called to announce the new subcommittee line-ups. As expected, he said he was stepping down from the chairmanship of the Communications unit and that Rep. Morgan Moulder (D-Mo.) would succeed him.

He Won't Be Far Away ▪ However, he made it clear that he would continue to keep close watch over the proceedings of that subcommittee. He observed that, as chairman of the full committee, he is a member of each subcommittee with voting privileges.

In addition, there is considerable overlapping in the Democratic membership of the two subcommittees. Besides Rep. Harris, the Democratic members of the regulatory unit are Walter Rogers (Tex.), John J. Flynt Jr. (Ga.), John E. Moss (Calif.) and Paul G. Rogers (Fla.). All except Rep. Rogers are Oversight veterans.

The Republican members are John B. Bennett (Mich.) and William L. Springer (Ill.), who had served on Oversight, and J. Arthur Younger

(Calif.) and Vernon W. Thomson (Wis.). Rep. Thomson is new to Congress.

The Democrats serving on the Communications Subcommittee, in addition to Rep. Moulder, are Reps. Rogers (Tex.) Flynt, Moss, and Dan Rostenkowski (Ill.). The Republicans are Reps. Younger (Calif.), Avery and Abner W. Sibal (Conn.). Rep. Sibal is another freshman congressman.

Regular or Special ▪ Although his first announcement of the new subcommittee (BROADCASTING, March 6) said it would be "permanent" and "regular," his news release last week described it as "special." A Commerce Committee staff member said this was merely to distinguish it from the other, legislative subcommittees.

However, Rep. Harris said he felt the new subcommittee was a strong one and hoped it would become a permanent part of the congressional scene.

In commenting on the more subdued role he expects the subcommittee to play, Rep. Harris indicated he was considering building a staff whose members would be expert in the fields under study. He said he would request additional funds if this is found necessary. The House has already approved a request of $435,000 for the Commerce Committee, $195,000 of which is ticketed for the new subcommittee.

However, Rep. Harris said that since the new unit has not yet met, he didn't know which areas would claim its attention. He added that he plans to call a meeting soon so that a program of action can be laid out.

Etv for Communications ▪ The first activity of the Communications Subcommittee has been staked out by Rep. Harris. It will be in the field of educational television. Rep. Harris said a batch of House etv bills will soon be sent on to Rep. Moulder's group. Hearings may be held late next week if reports on the measures can be prepared by then, Rep. Harris indicated. The Senate Commerce Committee has already reported out a federal-aid-to-etv measure.

Rep. Harris also said that he expected the FCC proposal concerning all-channel receivers to be discussed at the Communications Subcommittee hearings. The commission intends to ask Congress again for legislation banning from interstate commerce receivers not equipped vhf and uhf. It says this is the only way to promote the use of all uhf channels, educational as well as commercial (BROADCASTING, March 6).

In discussing proposed legislation, Rep. Harris said he would delay hearings on his bill (HR 14) spelling out a code of ethics for regulatory agency members until the White House sends its special message on this subject to Congress. He said he expected this within "a few weeks."

In response to a question, Rep. Harris said James M. Landis, the White House overseer on regulatory agencies has been consulted in connection with the formation of the new subcommittee. He said there was no disagreement between them regarding the new unit. But he said that he remains in disagreement with a number of the proposals contained in Mr. Landis' report to President Kennedy on the regulatory agencies.

No pressure from press on JFK conferences

The White House was not pressured by print media to modify live radio-tv coverage of the presidential news conferences Pierre Salinger, President Kennedy's news secretary, told the Chicago Publicity Club Wednesday (March 8). The change of format (recording with simultaneous release to all media upon conclusion of the conference) was "not any concession to the press," he said.

Asked if any news medium had exerted pressure pro or con on the issue of conference coverage, Mr. Salinger said there had been "none whatsoever." He added that perhaps every fourth or fifth conference would be allowed on the air live, however.

President Kennedy's news chief rebuked a charge of biased reporting during the presidential race. The charge was attributed to former Vice President Nixon's news manager, Herbert Klein. It was reported Mr. Klein went on record last Tuesday in favor of a campaign news investigation by Sigma Delta Chi and the American Society of Newspaper Editors. Mr. Salinger in turn attacked the "manipulation" of news about the country's economic status by the Republicans during the campaign.

Mr. Salinger reaffirmed his pledge to widen free access of "all media to all news" in government, but said freedom "is not a license and is not without obligation." He said freedom to report does not mean the right to imperil the nation, to aid those who oppose us, to leak classified documents or to indulge in "sloppy reporting." He chided incidents of "rushing into print without a thorough checking of the facts" and indicated that two recent leaks of classified information resulted in "distortions" which had serious consequences abroad. "Freedom and responsibility stand side by side," he said. "Otherwise you have anarchy."

Mr. Salinger denied that the administration's decision that officials must stick to policy in their statements is a form of censorship. He said that when policy is being formulated, officials are reported freely concerning their differences of opinion and he implied that is when they should voice them. However, "Once policy is arrived at, administration spokesmen should reflect that policy," he said.

Mr. Salinger later told newsmen an important conference on freedom of information had been called for Friday (March 10) in Washington, to be attended by the office of Rep. John E. Moss (D-Calif.), top news officials of government agencies and representatives from media groups (see AT DEADLINE).

NAB tries again for wage-hour exemptions

Move to persuade Congress to exempt small market radio and tv stations from some of the overtime provisions of the Wage-Hour Act was undertaken last week by NAB.

James H. Hulbert, NAB manager of broadcast personnel and economics, urged that announcers, news editors and chief engineers be exempted from the requirement that time-and-a-half be paid after 40 hours of weekly work. He testified before the Senate Subcommittee on Labor Standards, headed by Sen. Pat McNamara (D-Mich.).

Later in the week, the House committee on wage-hour legislation voted to include this provision but revised the small market definition to a city or town of 50,000 or less population. The NAB's proposal, which had been accepted by the House subcommittee, defined a small market as one with 100,000 or less population. The Senate bill is S-895; the House bill is HR-3935.

In his statement, Mr. Hulbert said the relief sought would end the "hardships and confusion and uncertainty which small market radio and tv broadcasters suffer in trying to comply with the act's requirements." He called attention to the fact that small market newspapers and movie houses already enjoy that exemption. Mr. Hulbert noted that both the House and Senate in the last Congress voted in favor of this exemption but the legislation failed to be enacted when differences over other provisions prevented agreement in conference.

BEN FRANKLIN
could have been "The Mr. Big" of WPTR

Because Ben wouldn't run "formula radio" any more than he ran a formula publication. We believe his concept (like that of WPTR) would be to create the type of responsible broadcasting that would serve its community best. The transmission of news, the intelligent interpretation of news and the courage to take stand on issues is GRASS ROOTS RADIO AT ITS BEST. This is WPTR.

WPTR originated "Action — Central News"— it has a minimum of 48 newscasts every day—it pioneered "radio editorials". "Public opinion polls" are among its regular features. It delivers more public service time to its area than any other radio station in this 2,000,000 plus market. People trust it.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. For full details - see your EAST/man. Foster & Creed, in New England.

DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

ACT II HAS SAME ENDING

MCA's Schreiber still hasn't answered those questions the FCC's been asking since last fall

History repeated itself last Thursday (March 9) when MCA vice president Taft B. Schreiber left the witness stand of an FCC hearing without answering the questions of the commission attorney about his company and its operations in the field of television programming, as he did last fall (BROADCASTING, Oct. 24, 31, 1960).

The main characters of the cast were the same both times: Mr. Schreiber; Allen Susman, counsel for Mr. Schreiber and MCA; FCC Chief Hearing Examiner James B. Cunningham, presiding officer, and Ashbrook P. Bryant, chief counsel of the FCC Broadcast Bureau, who asked the unanswered questions. The scene was almost the same: a room in the Federal Building in Los Angeles. But where Mr. Schreiber's refusal to testify last fall came in a burst of dramatic action when he stalked from the witness stand in defiance of Mr. Cunningham's order to stay there and testify, last week he merely sat mutely in the witness chair until, after a dozen fruitless questions, Mr. Bryant moved that the hearing be suspended with the witness still under FCC subpeona to testify.

The presiding officer complied with that motion and said that he would ask that appropriate proceedings be initiated with the U. S. District Court in Los Angeles according to Sec. 409 (g) of the Communications Act to force the witness to appear and to answer the FCC questions. Mr. Cunningham also said that the record of the hearing will be made available to the U. S. Attorney General for possible criminal actions under Sec. 409 (m) of the Act. This section, as he had earlier warned Mr. Schreiber, defines refusal to testify as a felony, subject to a fine of not less than $100 or not more than $5,000 and/or a prison term of not more than one year.

In referring the refusal of Mr. Schreiber to testify before the U. S. District Court for enforcement proceedings, Mr. Cunningham was acting in accordance with instructions of the FCC in its order of Jan. 27. He was also instituting a course of action that in part agrees with the recommendation made Feb. 10 by Mr. Susman in a letter to the FCC in proposing that the commission eliminate the present hearing and proceed directly to court.

At the opening of the resumption of the hearing in Los Angeles on Wednesday (March 8), Mr. Susman and Harry M. Plotkin, Washington attorney for MCA, introduced a motion by MCA Inc. and Mr. Schreiber to quash the subpeonas calling for the production of documents concerning MCA's tv programming operations and the personal appearance of Mr. Schreiber. If this relief were denied, the motion proposed that Mr. Schreiber be permitted to testify on a confidential basis pending a court determination of whether or not his public testimony could legally be required. The motion further proposed that the hearing record of his testimony be sealed in the interim.

Mr. Bryant argued that to grant such a request would be a breach of faith with the hundred or more witnesses who have already testified in the course of this hearing, particularly with the other Hollywood program packagers who are MCA's chief competitors. It would also, he said, pave the way for similar requests for all similar witnesses he called, noting that "there will be many of them."

Mr. Cunningham asked Mr. Susman whether if the request for a non-public hearing were granted, he would comply with the ground rules laid down by the chief hearing examiner and upheld by the FCC in answering an earlier complaint of MCA that these rules deprive the witness of effective right to consult with counsel. Mr. Susman replied that he could not comply to those rules but would insist on the right to "represent our clients as we could in a court case instead of an administrative hearing."

Motion Denied ▪ When Mr. Cunningham denied MCA's motion, Mr. Susman stated that Mr. Schreiber would decline to answer any of the FCC's questions pending a court decision. In spite of this, the FCC chief hearing examiner ordered Mr. Schreiber to take the stand and be sworn in. This was done, but when Mr. Bryant began questioning him Mr. Schreiber refused to answer despite a direction to do so from Mr. Cunningham after each question. When about a dozen questions had been asked with no response, Mr. Bryant made his request to bring the fruitless performance to a halt. The hearing was then recessed until this morning (March 13), when Dick Fishell of Dick Fishell & Assoc., Mary Rothschild of Promotions Unlimited and Betty Langley, who had all refused to give testimony during last October's hearing session, will take the stand. These witnesses were described as public relations practitioners by their attorney, Oliver B. Schwab, who at the time argued that they are engaged in neither programming nor broadcasting and so are outside the scope of the FCC inquiry into program practices. On their behalf, Mr. Schwab also joined in the motion by Mr. Susman offered for MCA but after Mr. Schreiber's departure he told the hearing officer that his clients would appear to testify on Monday. They will be questioned concerning their activities in placing plugs for the products and services of their clients on broadcast programs.

Payment to writers to get product plugs into tv and radio shows was a common Hollywood practice prior to September 1960, Fred Kline, consultant to the Fred Kline Co., testified Thursday afternoon. (That was the month the anti-payola law was enacted, making the failure to disclose such payments an offense punishable by a fine of up to $10,000 and a prison sentence of up to one year (BROADCASTING, Sept. 26, 1960).

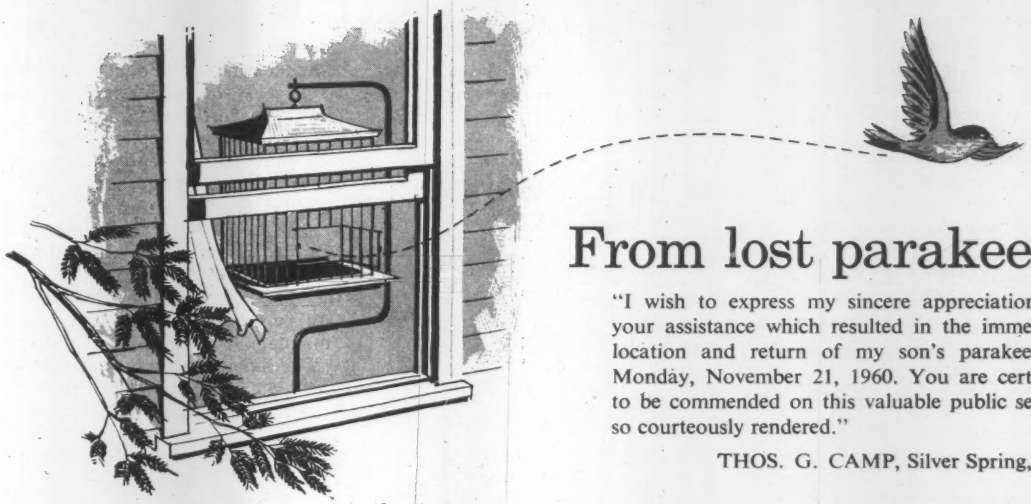
Mr. Kline, one-time president of Walter E. Kline Assoc., which engaged in product exploitation on radio and tv as part of its public relations activities until its reorganization as the Fred Kline Co. in December 1959, said that this organization never made such payments in cash. A case of whiskey or a gift certificate was the usual remuneration for working a product plug into a program, usually as a gag on a comedy show, he testified.

Much of the Walter E. Kline Assoc. broadcast activities for its clients involved providing props for tv shows, Mr. Kline said. The company kept a warehouse full of products ranging from kitchen appliances to moving vans and a mock-up train interior available to producers without cost, often saving them as much as $10,000 in prop costs. "We let the studios know the props we had and they came to us to get them," he reported. No money changed hands on this sort of arrangement, he said, the studio getting free use of the

Injured feelings

Rep. Victor L. Anfuso (D-N. Y.), one of a group of congressmen critical of *The Untouchables*, has introduced a bill (HR 4502) aimed at prohibiting the radio or tv portrayal of any religious, racial or nationality group "in a degrading or criminal manner." He said some radio and television programs fail to respect the feelings of certain groups.

Rep. Anfuso also made the firm warning that continued presentation of "these defamatory programs" could result in Congress taking radio and television "out of the hands of those who control them now."



From lost parakeets

"I wish to express my sincere appreciation for your assistance which resulted in the immediate location and return of my son's parakeet on Monday, November 21, 1960. You are certainly to be commended on this valuable public service so courteously rendered."

THOS. G. CAMP, Silver Spring, Md.

to "new-found" streets

"One of the few bright spots during the storm preceding Inauguration Day was the fast removal of the snow from the Capitol grounds and Pennsylvania Avenue in time for the ceremony and parade. WWDC contributed greatly to the recruitment of the manpower that accomplished this tremendous job so quickly. It would not have been possible to recruit the snow shovelers and truck drivers throughout the night without your frequent spot announcements. Thank you very much."

FRED Z. HETZEL, Director
U. S. Department of Labor, United States Employment Service for the District of Columbia

. . . the station that keeps people in mind

We don't have to tell you that radio is many-sided. It's a keenly competitive business operation, yet a public service. Its sounds are as remote as the ends of the earth, yet as personal as the ears that absorb them. It's enjoyed equally by the sun-soaking vacationer and the bed-ridden convalescent.

What do all these seeming paradoxes have in common? PEOPLE. The people who project radio (owners, program directors, performers)—and the people who listen. Build a bridge between them, and you create a kind of modern magic. From it many things flow—entertainment and information for listeners and SALES for advertisers.

We have been building a "people bridge" for years. That's why we're the station for *you* to keep in mind when you sit down to plan your next radio budget.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

props it needed and the Kline client getting exposure of his product on the tv program. The clients paid the Kline organization for obtaining the air plugs, usually on a retainer basis although sometimes at so much per exposure, he said. He estimated that broadcast exploitation amounted to about 25% of the overall business of Walter E. Kline Assoc. Among the clients using this service were Allied Van Lines; Atchison, Topeka & Santa Fe Railway System; Fred Astaire Dance Studios and Nash Motors, he testified.

Placement of name product props on tv film programs is largely a thing of the past, Mr. Kline said. Most of these programs go into syndication, either originally or eventually, he noted, and the multiplicity of local sponsors makes a conflict with any brand article shown in the program virtually a certainty. He recalled one program which made liberal use of Nash cars (provided by Walter E. Kline Assoc.) when being filmed, necessitating extensive reshooting when the series was bought by Packard.

Watchdog hearing set March 27-29

The long-promised Senate Watchdog Subcommittee hearings on complaints of broadcaster bias during the presidential campaign last fall will be held March 27, 28 and 29.

But while announcing these hearing dates, Subcommittee Chairman Ralph W. Yarborough (D-Tex.) disclosed little else. He said "the specific complaints to be reviewed and the names of the witnesses" will be announced later.

Subcommittee Counsel Creekmore Fath said the additional information would be forthcoming after the prospective witnesses replied to their invitations to appear. All of these replies were expected by the end of last week.

Although the Yarborough announcement was brief, it indicated that the hearings might cover a broad area. It said that in addition to the complaints, the hearings will cover "other matters pertaining" to the subcommittee's "mandate."

The Subcommittee's Authority ▪ This "mandate" is embodied in a Senate resolution, adopted last summer, which authorized the Commerce Committee to examine "any and all matters pertaining to—Federal policy on uses of government-licensed media for the dissemination of political opinions, news, and advertising, and the presentation of political candidates; and a review and examination of information and complaints concerning the dissemination of news by such media."

The Senate Commerce Committee passed this function on to the Watchdog unit. This subcommittee was created in 1959 to watch for abuses of the freedom Congress gave broadcasters when it modified the Communications Act's equal-time provision as it applies to candidates' appearances on newscasts and similar programs.

The resolution provided the Watchdog Subcommittee with a $35,000 appropriation to look into the effects of the temporary suspension of Sec. 315 of the Communications Act, which permitted broadcasters to give free time to the presidential and vice presidential candidates.

Sen. Yarborough's subcommittee colleagues are Sen. Gale McGee (D-Wyo.) and Sen. Hugh Scott (R-Pa.). All three are also members of the parent committee's Communications Subcommittee.

Other Hearings ▪ This subcommittee, headed by Sen. John O. Pastore (D-R.I.), has already held hearings on the effects of the temporary waiver of Sec. 315 (BROADCASTING, Feb. 6), and will hold more. These are expected after the FCC completes the evaluation of all the data compiled in a study it made of the suspension of Sec. 315. The commission said this job will be wound up in April.

The Pastore group has under consideration a bill (S 204) submitted by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, that would make the temporary suspension permanent. It is also looking into the possibility of broadening the bill to apply to other than top-of-the ticket candidates.

Additional support for the complete

A new information service at State Dept.

The telephone rang one Tuesday morning a few weeks ago in the office of Luther J. Reid, chief of the State Dept.'s Office of Special Projects. It was Jack Morris, KTUL-TV Tulsa news director. He needed some background material on western hemisphere defense and some film footage showing the SAC air base on Puerto Rico—by Friday!

Former CBS publicity director and post World War II State Dept. aide Reid promised he would see what he could do.

What he did was to amass the information, contact the Air Force for the film segments, and the whole package was in Tulsa for Friday showing.

Routine, says Mr. Reid. It's a perfect example, he adds, of what this new State Dept. office is set up to do.

The Office of Special Projects was established in December. Its function is to serve all media which have special needs. It does not handle hard news; that still comes out of Lincoln White's office.

The Tulsa incident is a single example of what the new service is supposed to perform. Its primary aim, according to Mr. Reid, is to acquaint the American public with the policies of the United States in international affairs. To this end, he added, it hopes to furnish interpretative information to newsmen—and speakers to public assemblies—before crises, not after.

There's one danger in this approach, and Mr. Reid is quick to admit it. This is that with more information the American citizen may be even more critical of his country's international commitments than he is now. "But, at least," Mr. Reid stresses, "it will be informed criticism."

Word Goes Out ▪ Early this year letters explaining the functions of the new office were mailed to important media—including selected tv and radio newsmen.

The group also has its hand in all U.S. Government exhibits abroad. It acts as liaison for all foreign exhibits in the U.S. The six-man office is already deeply into this work in conjunction with the 1962 Seattle fair and the 1964 New York World's Fair.

The number one man in the office, Luther Reid has been with the State Dept. since 1947. In most of his assignments he has been an assistant to the public affairs assistant secretary, now Roger Tubby. Mr. Reid for many years was the special information officer for the mutual security program and the disarmament and inspection meetings.

Mr. Reid came to the State Dept. after a news career that saw him news editor of the *Washington Daily News* and news editor for the Washington bureau of the Associated Press. From 1936 to 1941 he served in the public relations department of CBS; he was publicity director when he left for war. During World War II, Lt. Col. Reid was a special assistant to Secretary of War Stimson. He also served as chief public information officer for Gen. MacArthur in Japan.

Serving with Mr. Reid in the Special Projects office is William Blair, as deputy chief. Tv-radio specialists are Dane Waters and Simone Poulain.

Get aboard the fastest growing market in Maine!

Here's the countdown on your Eastern Maine Market*

Ten WLBZ-TV's home county (Penobscot) showed the largest percent of family income increase of any county in Maine — 17.5%.

Nine Penobscot county had the largest population increase of any county in Maine — 27.2%.

Eight WLBZ-TV covers the 10 counties in Maine with the greatest percent of family income increase — 11.8%.

Seven The percent of family income increase in these 10 counties exceeded the national average. 11.8% to 7.4%.

Six There's ¾ of a Billion in spendable income in WLBZ-TV's coverage area.

Five The home city (Bangor) had the greatest increase in bank clearing of any city in Maine.

Four Military spending in this area is above the national average and constantly increasing.

Three WLBZ-TV is located in the most active city in Maine.

Two WLBZ-TV covers the most rapidly expanding manufacturing area in Maine.

One WLBZ-TV is in the wholesale and retail trading center for Eastern Maine (Bangor).

ZERO in on Channel 2 and get "on target" with sales!

Channel 2—NBC Bangor—WLBZ-TV

Eastern Maine's favorite channel

Remember, a matching spot schedule on Channel 6 in Portland saves 5%.

* Based on a SRDS survey

repeal of Sec. 315—which has been urged by CBS and NBC—came last week from the Radio-Television News Directors Assn., which claims a membership of some 700. In a letter to Sen. Pastore, RTNDA President Bill Monroe, news director of WDSU-TV New Orleans, said last year's suspension of Sec. 315 permitted broadcast newsmen "to function in the American tradition of a free, fair and responsible press."

He said the principle that made the waiver "effective on the national level is also pertinent to local political coverage," and added: "If the electronic media are going to serve the people to the extent of their capacity, broadcast newsmen must have the same freedom as print newsmen to cover" the political news.

RADIO SET CENSUS

USIA report shows Russia second to U.S. in sets used

The U.S. Information Agency, citing figures it concedes may not be reliable, reports that some 188 million radio sets and another 40 million wired speakers were in use throughout the world, exclusive of the United States and Canada, at the end of 1960.

The report puts the Soviet Union behind only the United States in the number of radio sets in use, with 24.7 million, followed by Japan, 17.2 million; West Germany, 16.3 million; and the United Kingdom, 15.7 million.

The figure of 188 million radio sets in use in the countries surveyed appears to indicate an increase of 22 million sets in one year. But the USIA says this difference was brought about largely "by a most unusual and disturbing development in the history of Communist statistical reporting."

According to USIA, the Soviet Union in 1958 reported 9.6 million sets in operation but that in the following year it said its 1958 total really was 21.7 million and its 1959 total was 24.7 million.

This 12- to 14-million-set error casts "some doubt on the reliability of Soviet statistics," USIA observed. But the agency adds that radio production data tend to confirm the higher figure.

The USIA also said the Soviet Union wasn't the only country whose statistics could not be accepted without question. "At best," it said, "radio-set statistics are approximate and should be treated with caution, particularly when they refer to newly developing countries."

With that warning, it reported that, exclusive of North America, Western Europe led other world regions in radio sets with 76.5 million. The Communist bloc was next, with 41.4 million, but was far ahead of all other regions in wired speakers, with 32.5 million.

The report also said there were 30.2 million radio sets in the Far East, 24.3 million in Latin America, 12.2 million in the Near East and South Asia, 3 million in Africa and 457,000 in Western Hemisphere possessions.

Tv, movies blamed for youth behavior

The Senate Juvenile Delinquency Subcommittee was told last week that television, along with other mass media, shares some of the blame for the increasingly violent behavior of youthful offenders.

Heman G. Stark, director of the California Department of the Youth Authority, said the increase in violence "does not seem strange" when one considers that press, radio, television and the movies "bombard the public with acts of violence and aggressive, assaultive behavior."

Mr. Stark was one of 12 witnesses, including Mayor Robert F. Wagner of New York, called to testify on the general question of the role of the federal government in combating juvenile delinquency.

In commenting on Mr. Stark's testimony, given in the first two days of hearings, Subcommittee Chairman Thomas J. Dodd (D-Conn.) agreed there was "room for improvement" in the mass media.

And, indicating hearings will be held on this subject, he said that "this is another area in which we hope to do some work."

However, he said he would be more interested in persuasion than legislation. "We hope we can induce the industries to improve themselves. I don't like the idea of censorship—no one does. . . . We want to get cooperation."

Kintner to regulators: 'Improve or perish'

Improve or perish. This law of survival fits federal regulatory agencies, too, Earl W. Kintner, retiring chairman of the Federal Trade Commission, writes in the March issue of the American Bar Assn. *Journal*.

He favors upgrading the offices of commissioner and staff and lengthening of commission terms (but not for life, as some have suggested) as aids to better regulatory administration.

"The need for flexibility in administering the laws committed to the care of the regulatory agencies cannot be overemphasized," Mr. Kintner writes, "for the needs of the complex economy of this nation cannot be met by an assumption that rigid tests and procedures established today are necessarily valid for all time to come. However, this need for flexibility does not lessen the continuing need for reasoned articulation of decisions, whatever the mode of their promulgation, for one of the major tasks of a regulatory agency is to educate those who are regulated."

Mr. Kintner feels the greatest problem, yet hope, of the regulatory agencies is "men." He notes that when the regulatory agencies were established it was recognized they should be bipartisan: "it is fair to expect that agency members exhibit some measure of political responsibility, but it is no less true that responsibility and not patronage should be the criterion for appointment."

He says attention can be focused on criteria for the exercise of presidential discretion in making agency appointments, with probity, efficiency and devotion to public interest as the obvious principal criteria. "Political responsibility is also a legitimate criterion, but the relevant area of examination should be political philosophy, not patronage considerations," he adds.

Ex parte contact with federal agencies is the theme of another article in the same issue of the ABA *Journal*. "Private communications with administrative agencies should be prohibited," says Richard N. Ivins, a former hearing examiner for both the Federal Power Commission and the National Labor Relations Board. He supports efforts for new legislation to prohibit such contracts, citing the "recent disclosures of irregularities and backdoor pressures" at the FCC and FPC.

Murrow nomination set for hearing in Senate

CBS newsman Edward R. Murrow is tentatively scheduled to appear before the Senate Foreign Relations Committee tomorrow (Tuesday) for a hearing on his nomination as director of the U.S. Information Agency.

Donald M. Wilson, a former *Life* magazine staff man selected to be deputy director, was to appear at the same time. President Kennedy sent both nominations to the Senate last Tuesday (March 7).

Lee Loevinger, a former justice of the Minnesota Supreme Court whose name was sent to the Senate at the same time, already has been confirmed as assistant attorney general in charge of the Justice Department's anti-trust division.

Also sent to the Senate last week were the nominations of Paul Rand Dixon, chairman-designate of the Federal Trade Commission, and Philip Elman to the FTC. The Senate Commerce Committee will hold hearings on both tomorrow.

The President has withdrawn the

New TK-12 Monochrome Camera by RCA Provides Finer Product Detail... Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. SB-22, Bldg. 15-1, Camden, N. J.

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nominations of FTC Chairman Earl W. Kintner and FTC member Edward K. Mills Jr., Republicans whose names were sent to the Senate in January by former President Eisenhower.

April 28 set by FCC for '61 Conelrad drill

April 28 has been set for this year's Conelrad drill, at the request of the Office of Civil & Defense Mobilization, the FCC announced last week (CLOSED CIRCUIT, Dec. 26, 1960). All broadcast stations (am, fm and tv) in the continental U. S. must participate. Those in Hawaii, Guam, Virgin Islands and Puerto Rico will participate on a voluntary basis.

The drill will begin at 4 p.m. EST and last a half-hour. Stations will leave the air during this period, except for those authorized to operate on the emergency broadcast system frequencies, 640 or 1240 kc. State industry advisory committees may test their fm state defense networks during the drill and such fm emergency network stations are authorized to participate.

Broadcasters will go along with the drill. But some industry representatives are not convinced the present system is the best or that it is truly necessary and they would like the Dept. of Defense, the OCDM and the U. S. Air Force to study alternatives with them.

The cost of the present annual half-hour off the air is estimated at more than $250,000 in broadcast revenues.

The drill date was one of three proposed by OCDM and submitted to each state industry advisory board for comments. Deadline for comments was Dec. 15, 1960, when the subcommittee of the National Industry Advisory Committee met, discussed state comments and settled on April 28.

Necessary? ▪ In this meeting, according to A. Prose Walker, NAB engineering department manager, it was agreed that a joint study of the current Conelrad system should be made by broadcasters and the interested government agencies. The main question was: Is the annual Conelrad drill necessary? Subcommittee members felt the broadcasting aspects of Conelrad had been proved in previous drills, but because coordination with OCDM maneuvers was not proved, the broadcasters agreed to the proposal without complaint, Arthur Peck, CBS Radio director of network operations and chairman of NIAC for this quarter, told BROADCASTING last week.

Mr. Walker said NIAC feels the Defense Dept. and OCDM should explain the problems openly. If security is involved, he said, enough members of NIAC have security clearances to work out answers in closed session. "We are inclined to think the present [Conelrad drill] system is unnecessary but we want to see it studied rather than have only the government decide," he said.

Mr. Peck said NIAC sent a letter to the FCC last month asking if the new administration wants to continue the present system or if it has new plans.

Dissatisfaction with the annual Conelrad drill has been growing since it began. Many sources have said they feel its already obsolete and have pushed for a more practical solution to the emergency broadcasting problem.

D. C. Bar to discuss who will regulate regulators

"Who Will Regulate the Regulators" will be the featured panel discussion at the monthly meeting of the District of Columbia Bar Assn. tomorrow (Tuesday). Participants will include Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and chairman of several of the federal regulatory agencies.

Newton N. Minow, chairman of the FCC, has turned down an invitation to participate in the panel and it is not expected that any member of the commission will take a part. Rep. Harris will open the panel with a 10 minute talk, after which each agency chairman will be given five minutes. The opening talks will be followed by questions from the floor.

Principal item of debate will be whether Congress, which created the agencies, or the White House, which appoints the members, will be the father supreme.

KFRE-TV dual operation permitted to continue

KFRE-TV Fresno, Calif., has been permitted to continue dual operation of ch. 12 and ch. 30 there until April 15. The commission last week denied protests by KJEO (TV) and KMJ-TV, the other two Fresno stations, both uhf (BROADCASTING, March 6).

The dual operation is authorized to provide service during the transition period when KFRE-TV shifts from vhf to uhf as a result of the FCC deintermixing Fresno, making it all-uhf. KFRE-TV, a Triangle station, two weeks ago told the FCC the dual operation is necessary so citizens in outlying areas will have a chance to convert to uhf and receive that station's signal. The station said it cooperated with the commission in the deintermixture, even though it might have delayed that process several years through legal maneuvers.

WAVE-TV viewers have 28.8% more TIRED FACES

—and they buy 28.8% more cosmetics, toiletries and beauty aids in general!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

In Providence, WJAR-TV's new one-two punch delivers a feature film knockout!

Adding to their Million Dollar film library, WJAR-TV announces the two biggest buys in feature films: NTA's "61 for 61" and Warner Brothers' "Post '50 Package" to be seen Mon. thru Fri. at 9 A.M., 1 P.M., 5 P.M. and Sat. and Sun. at 11:10 P.M. Some of the titles and stars: A STAR IS BORN • VIVA ZAPATA • ALL ABOUT EVE • THE HIGH AND THE MIGHTY • COME TO THE STABLE • REBEL WITHOUT A CAUSE • THE PRINCE AND THE SHOWGIRL • HONDO • COME FILL THE CUP • THE BIG LIFT • DOWN TO THE SEA IN SHIPS • PINKY TO THREE WIVES • YELLOW SKY • THE SEARCHERS LAND OF THE PHARAOHS • Marilyn Monroe • Anita Clift • Burt Lancaster • John Wayne • James Dean • Sal Stewart • Maria Schell • Kirk Douglas • Joan Crawford James Cagney • Spencer Tracy • James Mason • Glenn TWELVE O'CLOCK HIGH • THE BIG TREES • A LETTER STRANGERS ON A TRAIN • SPRINGFIELD RIFLE Ekberg • Marlon Brando • Judy Garland • Montgomery Mineo • Doris Day • Robert Stack • Bette Davis • James Tab Hunter • Cary Grant • Lauren Bacall • Gregory Peck Ford • Peter Sellers • Gary Cooper • Natalie Wood

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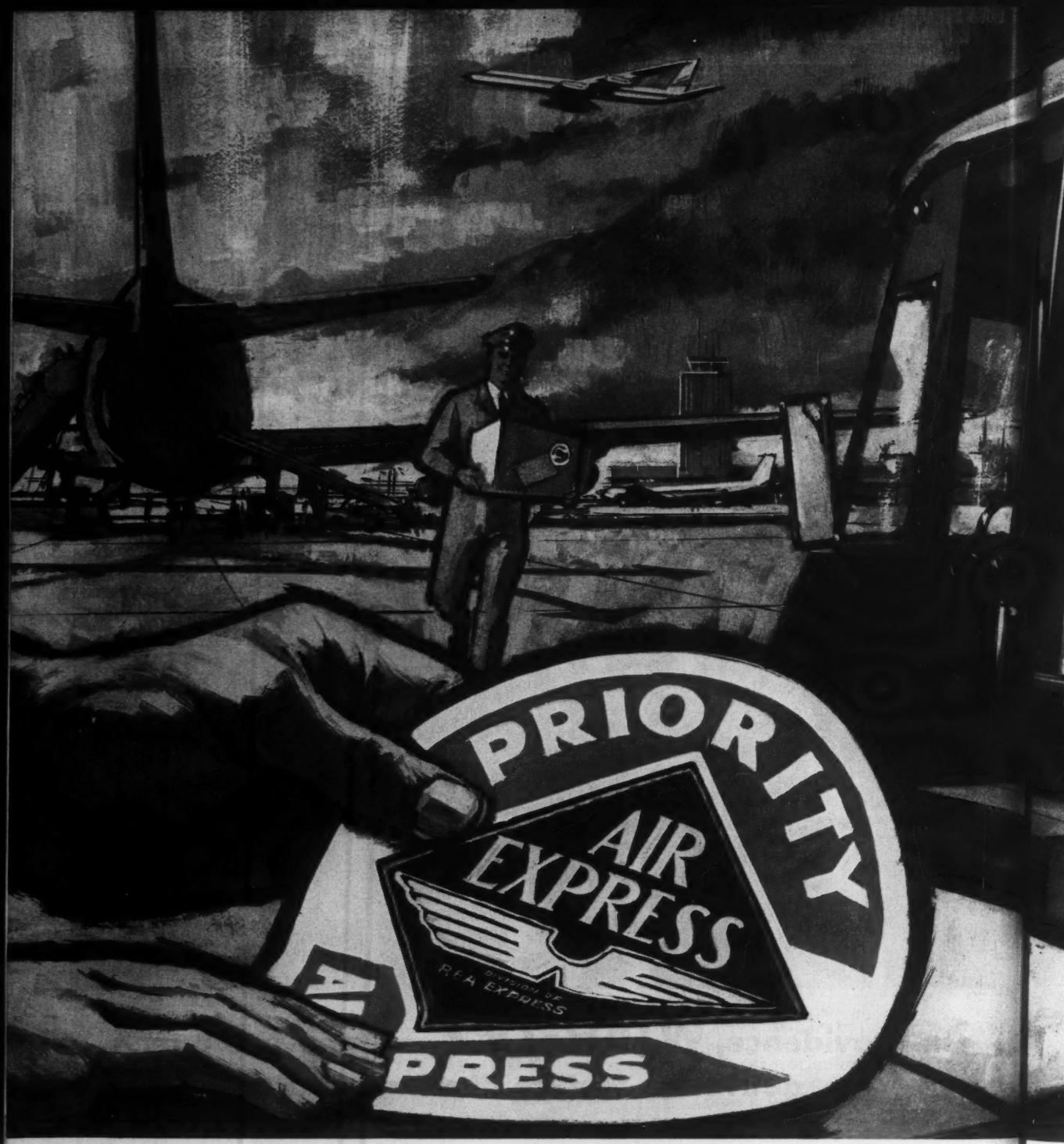

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Senate committee approves etv funds bill

CHANCES FOR ENACTMENT LOOK BETTER THIS CONGRESS

The Senate Commerce Committee last week reported out the $51 million aid-to-educational television bill (S205) introduced by its chairman, Warren G. Magnuson (D-Wash.), and ranking minority member, Andrew F. Schoeppel (R-Kan.).

The vote at an executive meeting Wednesday (March 8) was unanimous after committee members accepted an amendment proposed by the General Accounting Office. This would require the states to keep records of how they spend the funds and authorize the GAO to audit these accounts.

Additional support for the bill came from the newly-installed FCC chairman, Newton N. Minow. In one of his first official acts, he sent a statement to the committee on Tuesday urging the use of federal funds for educational television. Mr. Minow, who was sworn in as chairman March 2, when the Commerce Committee was winding up two days of hearings on the bill (BROADCASTING, March 6), said he issued his statement "because of the immense importance I attach to this legislation."

He said that "a widely available and adequately financed non-commercial educational television service is vitally necessary to improve our educational and communications system." He also said such a service offers "an unparalleled opportunity for education, for experimental programming, for real diversification of program fare, and for cultural advancement."

But since many local areas lack funds for station construction, he said, federal aid is needed, "particularly to advance the date of construction and to permit extensive rather than minimal operation."

The Magnuson bill, which would provide grants of up to $1 million to each state and the District of Columbia for the installation or improvement of etv facilities, has won Senate approval in the past two Congresses. But it died in the House each time.

Chances for enactment of an etv measure appear brighter this session. The House Commerce Committee, which let the first Magnuson bill die in the 85th Congress, last year reported out a state-federal matching-funds bill measure, but it was pigeon-holed by the House Rules Committee. So far this session, a number of etv bills have been introduced by House Commerce Committee members, including one by its chairman, Rep. Oren Harris (D-Ark.), which is similar to the Magnuson bill.

Chairman dissents in his first FCC meeting

FCC Chairman Newton N. Minow registered his first dissent at his very first meeting. The commission granted a construction permit for an am station in Ebensburg, Pa. on 1580 kc, 1 kw daytime to Cary H. Simpson, owner of majority interest in five other standard stations in north central Pennsylvania.

Said Chairman Minow, "I would designate the application for hearing on the question whether the grant is in the public interest in view of the applicant's extensive multiple interests in a highly concentrated area of Pennsylvania."

Commissioner Bartley, who has consistently dissented in such situations, concurred with the chairman.

Mr. Simpson owns WTRN Tyrone, WBLF Bellefonte, 67% of WFRM Coudersport and WNBT Wellsboro, and 50% of WKBI St. Mary's, all Pennsylvania.

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 4743. Rep. Oren Harris (D-Ark.)—would authorize the FCC to waive the annual inspection of shipboard radio equipment for purpose of permitting an incoming ship to proceed to another U. S. port where the inspection can be held. Commerce Committee. Feb. 22.

HR 4772. Rep. John P. Saylor (R-Pa.)—would create a Commission on Noxious and Obscene Matters and Materials, composed of 19 members, including tv-radio representatives, which would investigate the traffic in obscene materials and propose means of combating it. Education and Labor Committee. Feb. 22.

HR 5099. Rep. Walter Rogers (D-Tex.)—would provide each state, the District of Columbia and Puerto Rico with $10,000 for surveys of and plans for educational television needs, and $1 million for the construction of etv facilities, with both grants to be matched by the states. Commerce Committee. March 1.

HR 5194. Rep. Hale Boggs (D-La.)—would amend the Administrative Procedure Act to permit various federal agencies, when temporarily understaffed, to utilize the services of each other's hearing examiners. Judiciary Committee. March 6.

H Res 185. Rep. Earl Wilson (R-Ind.)—would take note of the "trend toward less control of the moral content" of tv and movies and urge those industries to establish screening bodies similar to the movies' old Hays office. Commerce Committee. Feb. 22.

USIA REPORT ON REDS

Communist broadcasts to foreign lands up 10% in '60

The U. S. Information Agency reports that quiz games, polls and contests, generally served with strong ideological flavoring, are becoming increasingly popular staples of Communist international broadcasting.

The agency also says that Red broadcasting to foreign lands continued to expand last year, climbing from 2,921 hours per week at the end of 1959 to 3,203 hours by December 1960, a 10% gain.

And the "outstanding development" in this connection, the agency adds, "was the continued massive expansion in Communist Chinese output." That country's foreign broadcasting was said to have increased 34%, from 512 hours weekly to 687 hours.

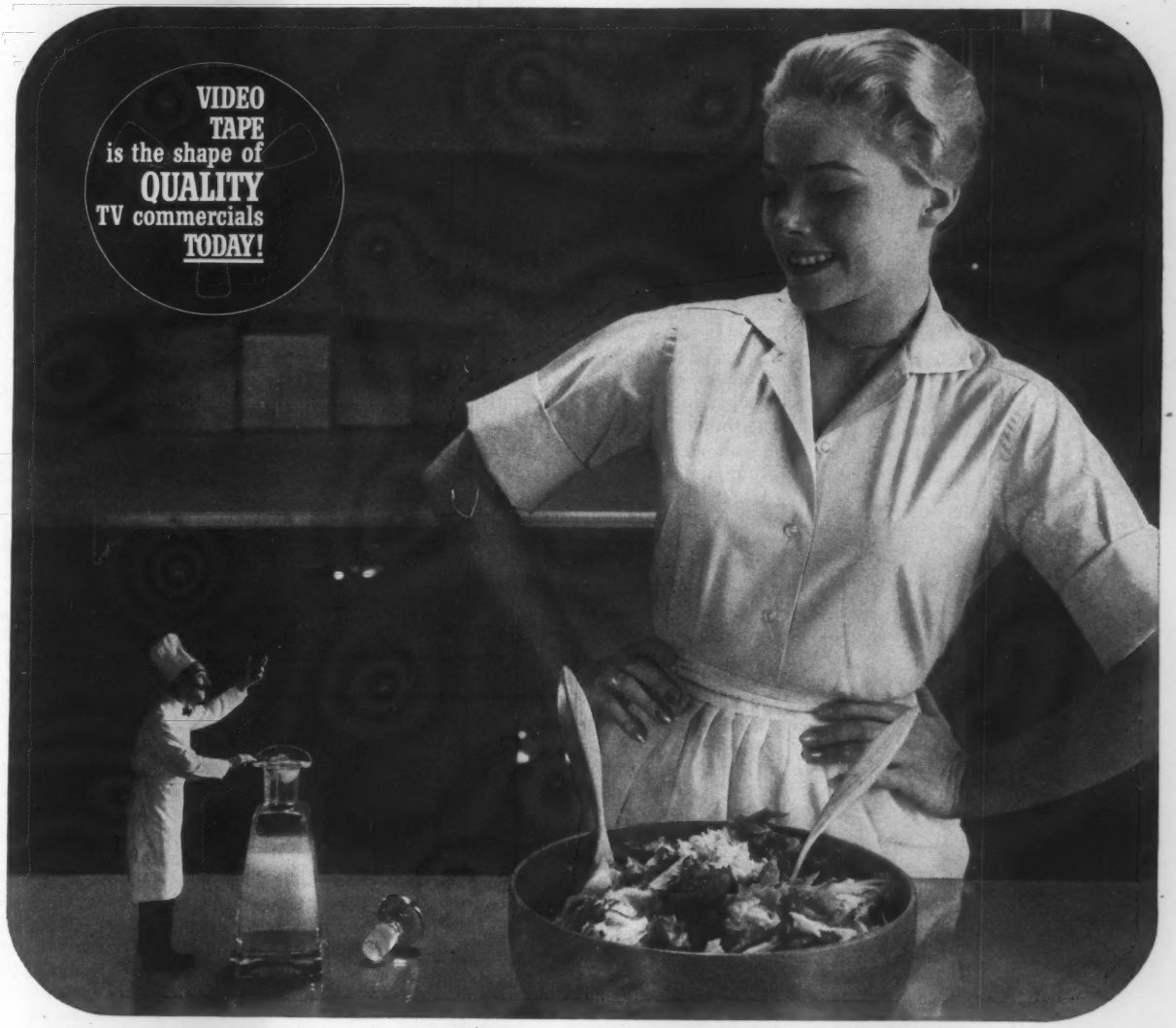
An example cited of radio games, Communist style, involved Radio Moscow's "Club of Peace and Friendship," which was organized in the Soviet capital in September "to strengthen friendly contacts between the Soviet and Arab peoples." The club invited listeners to comment on such questions as: "How could the liquidation of the shameful system of colonialism be effected on our planet?"

Big Jump in Africa ▪ And Radio Moscow, in a history quiz beamed to Denmark, asked, "Who was the Danish author who was among the first to visit the USSR to greet the proletarian revolution?"

But it isn't all heavy-handed propaganda, according to USIA's findings. The winner of a quiz for listeners in Spain was to receive a free trip to Moscow to attend a soccer match between Soviet and Spanish teams.

The USIA report reveals that the increase in Communist bloc international broadcasting was evident in all areas of the world, except North America, where a slight decline was registered.

The highest percentage of expansion



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By pushbutton and an electronic special-effects generator you can create thousands of variations . . . wipes, dissolves, fade-outs . . , you can matte a person or product from one scene into an entirely different one . . . combine several images of the same person on the screen . . . introduce pixie or giant characters with normal-size people . . . do split-screen "before and afters," or a montage of different scenes . . . combine photographs, miniature sets, drawings, cartoons, movies, with live or tape scenes . . . produce pop-on overlay effects, faces, product labels . . . do limited animation of titles, cartoons, as well as smoothly integrating film animation with tape . . . create rain, snow, fire, smoke, even dream sequences—you name it!

And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors . . . provides "how're we doin'?" feedback, (3) time and money savings.

Get the tape story! Next TV storyboard you produce, take to your local video tape house for analysis—and a bid that will surprise you. No cost or obligation. FREE ILLUSTRATED BOOKLET: "Techniques of Editing Video Tape"—a sampling of ideas used by video tape editors in building shows from tapes, splicing and special effects. Send to: 3M Company, St. Paul 6, Minn.

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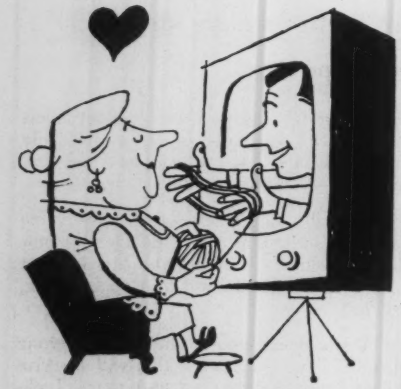
It's no mere yarn that KOIN-TV captures the confidence of the widest audience in Portland, Oregon, and 33 surrounding counties. Programming prompted by the distinctive desires of our viewers is the secret. Knit your brow no longer over the Portland market...see how KOIN-TV will sew up sales for you. We direct you to the latest Nielsen to complete our case.*

KOIN-TV persuades people in Portland!



*Highest ratings and widest coverage...7 of every 10 homes in Portland and 33 surrounding counties. KOIN-TV—Channel 6, Portland, Oregon. One of America's great *influence* stations. Represented nationally by CBS-TV Spot Sales.

was in broadcasts tailored for, and beamed exclusively to, the volatile new nations of Africa. Though the actual volume of broadcasting is still relatively low—about 97 hours weekly—it has almost doubled since the end of 1959, according to the report.

Swahili, Too ▪ Besides broadcasts aimed specifically at Africa, that continent also gets 66½ hours per week of broadcasts primarily intended for other areas, the report added.

And in February 1960, Radio Moscow initiated regular broadcasts in Swahili, the first native African language to be used on a regular schedule. This brought to 56 the number of languages used by the Communist bloc in its foreign broadcasts.

Another significant development in Communist broadcasting last year, in USIA's view, was the appearance of a new German language clandestine station, broadcasting particularly to West German army troops.

Western Europe continues to be the main target of Communist international broadcasts, receiving 889 hours and 25 minutes of them weekly in 1960. The Far East was next, receiving 807 hours and 10 minutes; followed by the Near East and South Asia, 647 hours and 55 minutes; North America, 276 hours; Latin America, 167 hours and 40 minutes; and Africa, 96 hours and 50 minutes.

Radio Aid ▪ Besides broadcasting to foreign lands, Communist bloc countries have engaged in an extensive program of radio aid to underdeveloped nations.

This involves aid in the installation of radio transmitters and broadcasting equipment, as well as the export of radio receivers, according to USIA.

In this connection, the agency cited Communist bloc reports of technological innovations. It said Radio Moscow has reported the Soviet Union is exporting to about 30 countries small instruments which transform heat from an ordinary kerosene lamp into electric power that feeds a radio receiver.

WEOL appeals in suit

WEOL Elyria-Lorain, Ohio, took its seven-year-old $1 million triple damage antitrust suit against the *Lorain Journal* to the U. S. Court of Appeals in Cincinnati last week. The radio station, which claims it was damaged in the early 1950's by the newspaper's policy of refusing to accept advertising from businessmen who advertised on WEOL, lost its suit in the lower court last year. A federal judge in Cleveland district court ruled WEOL had failed to substantiate its alleged losses (BROADCASTING, May 30, 1960). The government won an antitrust suit against the newspaper for this practice in 1951.

Filmways registers stock with SEC

Filmways Inc., New York producer of tv commercials now branching out into productions of tv series and possibly feature films, has registered 53,500 shares of common stock with the Securities & Exchange Commission to be offered in various ways.

Filmways is listed on the American Stock Exchange. On March 1 it closed at 5⅛.

Filmways' revenue for the year ended July 31, 1960 was $5,721,173; net income (with special tax credit) $36,000.

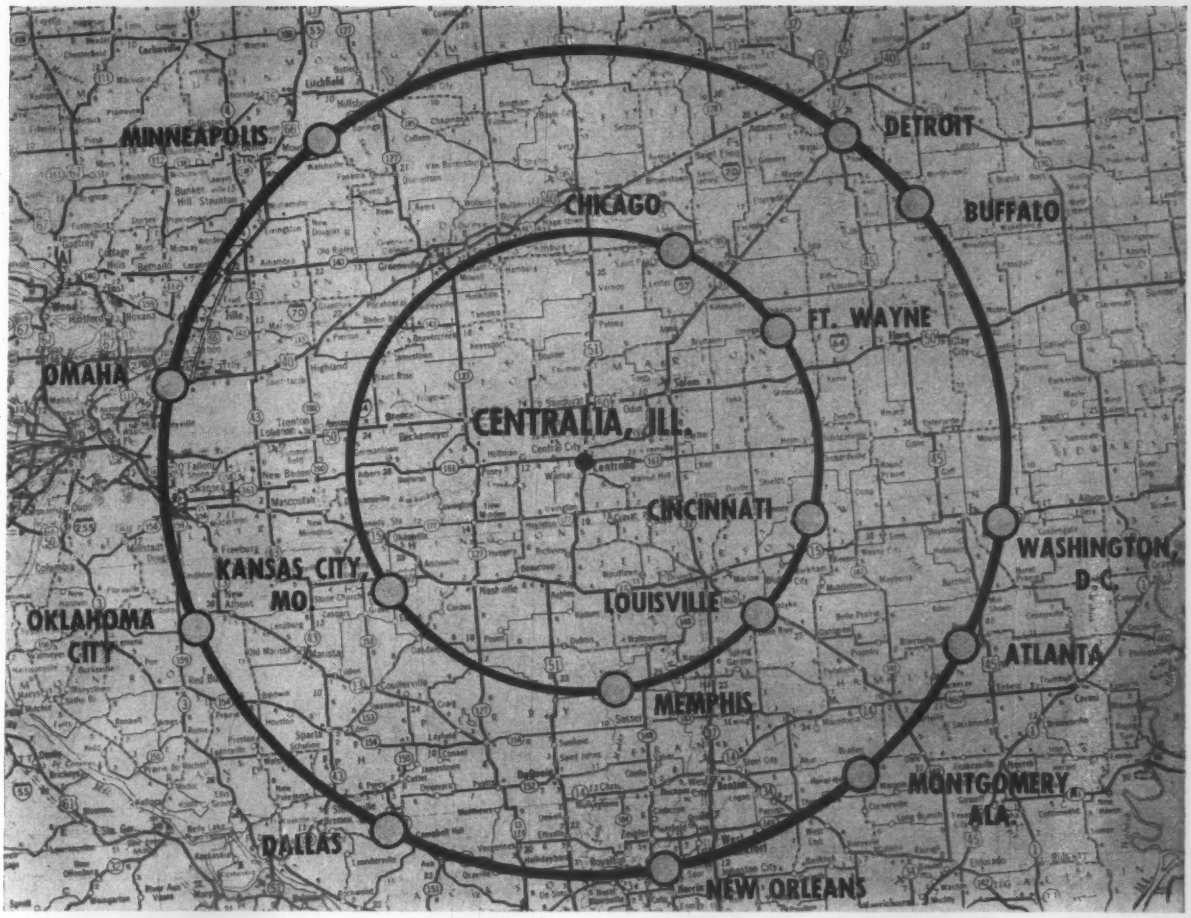
The statement noted that Filmways has experimented with video tape for commercials and series but has suspended further tests and now is using film only. Due to "numerous technical and administrative problems" in the use of video tape, "it does not approach film" for economy and quality, the company concludes.

Filmways' two tv series currently are *21 Beacon St.* and *Mister Ed.* The company is considering producing feature films, the prospectus said.

Officers & Salaries ▪ Martin Ransohoff, board chairman, owns 22% of the outstanding stock. His annual salary is $67,600 and 5% of the company's net. Milton R. Dubin is senior vice president (salary not listed); Lee Goodman ($42,003) is executive vice president and Will Cowan ($36,300 and 3% of net) is a vice president.

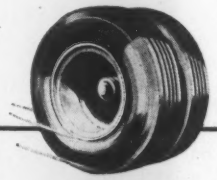
Rodney Erickson is Filmways' president. Under a contract specifying his services as "special, unique and extraordinary," Mr. Erickson gets $26,000 for his first year (started Nov. 4, 1960) and $52,000 for the second year. In addition he is to receive the amounts, if any, equal to 40% of certain net revenues of Rodney Erickson Enterprises Inc. (now a Filmways' subsidiary). His aggregate salary is not to exceed $67,600 per year.

The shares in the registration statement will be offered as follows: 20,000 shares in connection with the acquisition of literary properties including photoplays and to induce present or prospective key employes to remain with or to join the company; 17,500 shares to be sold on the exchange from time to time at prevailing market prices; 16,000 shares to be offered by Filmways to holders of a like amount of warrants which were acquired at 1 cent each in December 1958 by S. D. Fuller & Co., in connection with a prior stock offering, of which part was resold to another firm. Each warrant entitles its holder to buy one share of common stock at $5.25. Nine sellers of the 17,500 block of stock were listed who proposed to sell portions ranging from 200 to 8,000 shares.



CURIOUS-LOOKING MAP?

Indeed it is—for everyone knows that the cities on each of the circles are not actually equidistant from Centralia. The explanation? It's not a geographic map at all—it's an economic map. Its purpose is to show how the direct, flexible transportation service provided by trucks shrinks the miles between point of origin and destination—how it has the effect of equalizing the distances between widely scattered cities . . . Centralia, Illinois—the population center of the U. S. and a city of approximately 15,000 people—is within 24 hours by truck of each of the cities plotted on the inner circle—and within 48 hours of those on the outer circle! This, multiplied the length and breadth of the land, is the changing face of America—new market horizons made possible by the magic of truck transport.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

Hayward, O'Neil not in tune on pay tv

Proponents of pay television traditionally have touted "quality" programming as the secret ingredient that would win both the public's approval and its money. But once pay tv were established, how long could quality survive in the crossfire of profit incentive?

There appears to be some difference of opinion on the question between two of the principals in the pay tv test which the FCC has authorized for RKO General's ch. 18, WHCT (TV) Hartford, Conn. The views were expressed after a panel presentation on pay tv before the Investment Analysts Society in Chicago last week.

Broadway producer Leland Hayward, who will develop program material for RKO General's three-year pay tv test in conjunction with Zenith Radio Corp. and others, admitted that, once subscription television is accepted generally, it would not be too hard to guess which program choice would be made by an operator in a given situation: a quality program that would bring in $10,000 or a mass appeal program that would bring in $500,000. Mr. Hayward said, however, that quality programming is a must to get pay tv going.

Tom O'Neil, president of RKO General, said quality would have to be sustained if pay tv wishes to continue to survive even after it has won general acceptance. "If you cheapen your product, pretty soon you lose your customers."

Neither felt pay tv programming would be competitive with commercial tv. They told the panel it would be supplemental and they expressed high expectation that there is enough of a fringe market to make a top quality format economically successful as well as attractive to viewers.

Also on the panel was Joseph Wright, Zenith president, whose company is providing the decoders to RKO General for the test. Zenith's corporate affiliate, Teco Inc., is the Phonevision licensee. The Teco president, Pieter Van Beek, also was present.

Mr. Wright said of the Hartford test: ". . . From here on out the merits . . . are going to be judged not on the basis of theoretical arguments conjured up on a speculative basis, but on the hard facts of what we do. The business will be successful if it brings to the public fine entertainment for which the average viewer is perfectly willing to pay; it will fall flat on its face if it does not generate excitement and enthusiasm."

Ramrod says movie was on tv without permission

Ramrod Productions Inc., Hollywood, has filed a breach of contract suit in Los Angeles Superior Court against RKO General Inc. seeking $1.4 million damages because one of Eddie Fisher's movies "Bundle of Joy," which co-stars Debbie Reynolds, was shown on television without permission. The plaintiff also seeks an injunction against further showing of the film before June 5, 1961, expiration date of a specified five year agreement between RKO Pictures which produced the movie and Ramrod which has Mr. Fisher under a ten year contract.

The plaintiff contends the film was shown 14 times on television, twice daily on WOR-TV New York, between Nov. 28 and Dec. 4, 1960 and on KHSL-TV Chico, Calif. during the week of Feb. 20.

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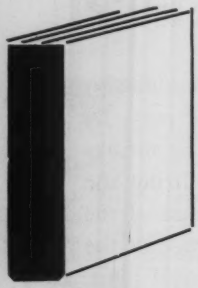

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20th Century Fox talks with NTA about buying it

National Telefilm Assoc. last week confirmed reports that it has had discussions with the 20th Century-Fox Corp. for the purchase by Fox of NTA, including WNTA-TV New York.

NTA recently offered its broadcasting properties—WNTA-AM-FM-TV—for sale and there have been several interested purchasers, including a New York civic group working with the National Educational Television & Radio Center; Ely A. Landau, formerly board chairman of NTA and producer David Susskind. Both Mr. Landau and Mr. Susskind have said they have groups that are interested in buying the station but have not made offers. The only bid made for the station has come from the group allied with NETRC, which offered $4 million for WNTA-TV. This was turned down by NTA as "inadequate."

It was reported that Fox's intention is to buy NTA as a whole. Spyros P. Skouras, Fox president and Oliver A. Unger, board chairman of NTA, acknowledged they have been holding talks but said these were still in the exploratory stages.

Hour-long network shows hit syndication trail

MCA TV Film Syndication Div. announced last week that it is offering four, hour-long tv series, which have concluded their network runs, for syndication to tv stations throughout the country. David Sutton, division vice president, noted that in recent years, first-run off-network programs tended to be re-sold for network re-telecasting in daytime or summer periods, and rarely were made available locally.

The four programs and the number of hour episodes offered are: *Riverboat* (44), *Suspicion* (21), *Cimarron City* (26) and *Overland Trail* (17).

Mr. Sutton said each of the four series already has been bought by WNEW-TV New York, WTTG (TV) Washington, KTTV (TV) Los Angeles, WBNS-TV Columbus, KVOA-TV Tucson, WAGA-TV Atlanta, WEWS-TV Cleveland, KVAR (TV) Phoenix; KKTV (TV) Colorado Springs, Colo.; WGAN-TV Portland, Me.; WITN (TV) Washington, N. C.; WBRE-TV Wilkes-Barre-Scranton, Pa., and KPTV (TV) Portland, Ore.

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Call your Sylvania Industrial Tube Distributor for prompt service. He has plenty up his sleeve—one of the widest lines of tubes for broadcasting available. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 124 1100 Main Street, Buffalo, New York.

POPULAR SYLVANIA SMALL POWER TUBES
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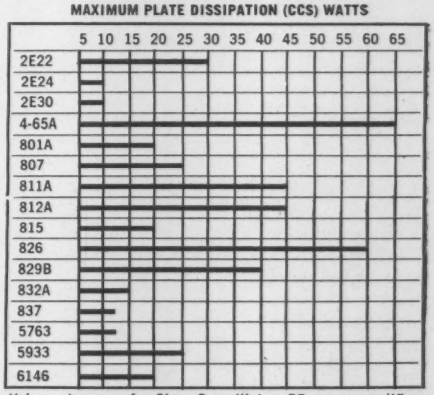


Values given are for Class C oscillator, RF power amplifier

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

Film sales...

21 Tarzan Features (Banner Films): Sold to WSIL-TV Harrisburg, Ill. WJBF (TV) Augusta, Ga.; WSOC-TV Charlotte, N. C.; WOW-TV Omaha, and WEHT (TV) Evansville, Ind.

Bold Journey and *I Search for Adventure* (Banner Films): Sold to KENS-TV San Antonio; WNEM-TV Saginaw-Bay City, Mich.; KTVR (TV) Denver; KIMA-TV Yakima, and KPHO-TV Phoenix.

Debbie Drake Show (Banner Films): Sold to WGR-TV Buffalo; WTVO (TV) Rockford, Ill.; WEHT (TV) Evansville, Ind.; WJBF (TV) Augusta, Ga.; WRAL-TV Raleigh, N. C.; WMCT (TV) Memphis; KGHL-TV Billings, Mont.; WRBL-TV Columbus, Ga.; WBRZ (TV) Baton Rouge; WGAL-TV Lancaster, Pa.; WJHG-TV Panama City, Fla.; KLFY-TV Lafayette, La., and WSB-TV Atlanta.

Felix The Cat (Trans-Lux): Sold to KHQA-TV Hannibal, Mo.-Quincy, Ill.; KGLO-TV Mason City, Iowa; WHBF-TV Rock Island, Ill.; KEYC-TV Mankato, Minn., The Australian Broadcasting Commission and the Arabian-American Oil Co., Saudi-Arabia.

American Civil War (Trans-Lux): Sold to KFVS-TV Cape Girardeau, Mo.; KGLO-TV Mason City, Iowa; KONO-TV San Antonio; WSAU-TV Wausau, Wis.; KQTV (TV) Fort Dodge, Iowa; WSTV-TV Steubenville, Ohio; WITI-TV Milwaukee and five overseas network stations of U. S. Armed Forces.

Encyclopaedia Britannica Film Library (Trans-Lux): Sold to KONO-TV San Antonio; WVEC-TV Hampton-Norfolk, Va., and WSAU-TV Wausau, Wis.

Cartoon Classics (Banner Films): Sold to KGLO-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; KEYC-TV Mankato, Minn.; WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.

Program notes...

Crosby's creations ▪ Bing Crosby Productions will begin filming two new tv series—a half-hour romantic comedy, starring Eve Arden, and an hour medical series, tentatively titled *Ben Casey*. James E. Moser created the latter. He also created *Medic*, but points out that the new series is planned as much more than a lengthened version of that series.

Appoints distributor ▪ Carl Dudley, producer of *South Seas Adventure*, has pacted Trans-Lux Television, N. Y., to distribute his new series, *It's a Wonderful World*, with John Cameron Swayze.

NT&T loss ▪ National Theatres & Television reported a net loss of $114,574, equal to 4 cents a share, for the 13-week period ended Dec. 27, 1960. Gross for the period was $9,960,000. For the like period of 1959, NT&T had a net of $401,159 or 15 cents a share on revenues of $11,533,000. President B. Gerald Cantor, in his first-quarter statement to stockholders, pointed out that the 1959 quarter included earnings of $269,000 by WDAF-AM-TV Kansas City, which was sold at a profit of $3 million during 1960, and also reflected unusually large profits—$865,000—from the disposition of theatres and real estate.

Best sound ▪ The "Silent Caper" episode of *77 Sunset Strip*, produced by Warner Bros. for ABC-TV, was the best sound-edited tv film of 1960, according to the Motion Picture Sound Editors. Awards were presented to Edwin Scheid, supervising editor, and to sound editors Pete Berkos, Mike Colgan, Bruce Flu, Wally Haynes, Stanley Martin and Bill Mauch on March 4 at the eighth annual MPSE banquet at the Beverly Hilton Hotel in Beverly Hills.

EQUIPMENT & ENGINEERING

RCA VICTOR REVEALS NEW COLOR TUBE

Its improvements are expected to spur consumer interest

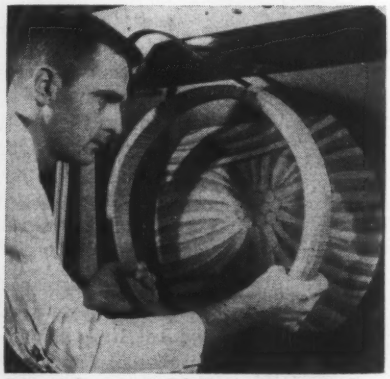
The development by RCA Victor of a new color picture tv tube which makes pictures 50% brighter and gives them greater sharpness and contrast than the company's previous tubes is expected to quicken consumer interest in color. It was shown in New York last week.

The new tube, which also reproduces black-and-white pictures with noticeable improvement in brightness, contrast and sharpness, will be made available to all other manufacturers for the color sets they are currently marketing or planning to market. RCA said the new tube results in no change in the price of sets.

The new version of RCA's three-gun shadow mask picture tube was developed by the RCA Electron Tube Div., Lancaster, Pa. It can be furnished to manufacturers in two versions: (1) the conventional type for receivers using separate safety glass, or (2) the laminated safety-plate type which eliminates need for conventional separate safety glass. The tube is of the 21-inch type, which RCA maintains is the ideal size for home viewing of color tv.

Will help dealers ▪ The tube's improved brightness, an advantage particularly when viewing in brightly lighted rooms, as in dealer showrooms, was achieved by using improved phosphors of the sulfide type to attain balanced electron beam characteristics. The tube is identified as the RCA-21FBP22.

The improved performance of RCA's color tube, a development which will be featured in a national advertising program in a few weeks, is considered a significant step to boost an expected surge of consumer interest in color set purchases next fall. Though the new tube would be a major color progress event in itself, RCA's announcement came as a capstone to recent events on the color tv frontier. Zenith Radio made headlines with its plans to introduce a line of color receivers in the fall (BROADCASTING, Feb. 27). On the network level, Eastman Kodak said it would leave ABC-TV and CBS-TV to become alternate week sponsor with RCA of next season's new NBC-TV color program, *Walt Disney's Wonderful World of Color* (BROADCASTING, March 6). Eastman specified it was moving to the Disney show in the belief that color television has come of age and because color photography is important to the company's growth.



An engineer at RCA's Lancaster, Pa., color tube plant applies a demagnetizing coil in one phase of checking out a new tube for brighter color. The kaleidoscopic pattern on the tube's face is the result of an electron beam sprayed from the coil to excite the different color phosphors.

Capitol Records enters electronics

Full-scale entry of Capitol Records Inc. into the electronics field through the formation of a wholly-owned subsidiary, Electric & Musical Industries (U. S.) Ltd., was announced last week by Glenn E. Wallichs, Capitol president.

The name comes from that of the principal stockholder of Capitol—Electric & Musical Industries Ltd. of England—a major British electronics firm and the largest manufacturer and distributor of magnetic tape in the United Kingdom. EMI will supply EMI/US with a majority of its products, but the new company also has acquired the operations and services of two independent American electronic companies, Hoffman Electron Tube of Westbury, N. Y., and Voi-Shan Electronics Division of Voi-Shan Industries, Los Angeles.

Daniel C. Bonbright, Capitol vice president for administration and finance, also has been named corporate vice president for the company's electronics activities. Capitol's home instruments division, for which he is also responsible, may eventually be merged with EMI/US, he said. A Bruce Rozet, capitol administrator of management planning, also will become vice president and general manager of EMI/US.

According to Mr. Rozet, the new company will have four divisions: the broadcast division, which will market studio equipment, professional tape recorders and related equipment; the magnetic tape division, which will market video, audio and instrumentation tape; the electronic tube division, to manufacture and market a full line of special high-performance electron tubes and microwave instrumentation, including photomultipliers, klystrons, traveling-wave tubes, camera pick-up tubes, cathode ray tubes and storage tubes; and the consumer products division, which will manufacture and market electronics products for home use.

One of the most important products EMI/US will market initially is tv tape, the company said, noting that the tape to be offered by EMI/US currently is used by both the BBC and CBC. Hoffman Electron Tube, national distributor of electron tubes and microwave components, has distributed EMI tubes for three years in the U.S. Voi-Shan Electronics Div. has been active in the development and manufacture of traveling-wave tubes. Key personnel of Hoffman and Vio-Shan are being retained by EMI/US, which will have executive offices in the Capitol Tower in Hollywood. The company also will maintain an eastern sales office in New York, manufacturing facilities in Los Angeles and servicing-warehousing facilities in 28 locations throughout the country.

EMI/US will introduce its new line to American engineers at the Institute of Radio Engineers trade show in New York March 2-23 and also will have an exhibit at the NAB convention in Washington, May 7-10.

In announcing the expansion, Mr. Wallichs commented: "Capitol's move into the electronics field is, we believe, a logical step. It allows us to diversify our present activities by moving into an area that is closely related to our primary business, and one in which EMI, our parent company, has already established pre-eminence as a pioneer and as a major force in the vital area of research and development."

Zenith net earnings top $15 million during '60

Zenith Radio Corp., Chicago, reported net consolidated earnings for 1960 of $15,225,819 ($5.11 a share), representing the firm's second highest year in its 42 year history, in a statement to stockholders last week. A record year was 1959 when earnings were $16,630,144 ($5.63 a share). In 1958 the net profit was $12,116,165 ($4.10 a share).

Net consolidated sales for 1960 were $254,111,740, or 2% below 1959's record $260,033,866, but 30% above the previous record set in 1958. Apart from intensified competition in the consumer electronic field last year, Zenith also suffered some from the firm's first strike that closed its main plants in August.

But in 1960, "for the second successive year, Zenith produced and sold more than 1 million television receivers," it was reported by Board Chairman Hugh Robertson and President Joseph S. Wright.

50 exhibitors reserve convention space

Fifty manufacturers and suppliers of broadcast equipment and services have contracted for exhibit space in the Shoreham Hotel, Washington, D. C., during the annual NAB convention May 7-10, NAB Secretary-Treasurer Everett E. Revercomb announced last week. All associate members of NAB, the exhibitors are:

Adler Electronics Inc., New Rochelle, N. Y.; Alford Manufacturing Co., Boston, Mass.; Alto Fonic Tape Service Inc., Palo Alto, Calif.; Ampex Professional Products Co., Redwood City, Calif.; Bauer Electronics Corp., San Carlos, Calif.;

Capitol Records Inc., Hollywood, Calif.; Cellomatic Equipment Corp., New York; Collins Radio Co., Cedar Rapids, Iowa; Conrac Inc., Glendora, Calif.; Continental Electronics Manufacturing Co., Dallas, Tex.; Continental Manufacturing, Omaha, Neb.;

Ecco-Fonic Inc., Hollywood; Electronic Applications Inc., Stanford, Conn.; Fairchild Camera & Instrument Corp.; Yonkers, N. Y.; Fisher Radio Corp., Long Island City, N. Y.; Foto-Video Electronics Inc., Cedar Grove, N. J.;

Gates Radio Co., Quincy, Ill.; General Electric, Syracuse, N. Y.; General Electronics Laboratories Inc., Cambridge, Mass.; Gotham Audio Corp., New York; GPL Div., General Precision Inc., Pleasantville, N. Y.; Graham Sales Co., North Hollywood;

Hughey & Phillips Inc., Burbank, Calif.; Industrial Transmitters & Antennas Inc., Lansdowne, Pa.; Kahn Research Laboratory Inc., Freeport, Long Island, N. Y.; Kliegl Bros., Universal Electric Stage Lighting Inc., New York;

MacKenzie Electronics Inc., Hollywood; Metropolitan Electric Manufacturing Co., Long Island City, N. Y.; Minneapolis-Honeywell Regulator Co., Philadelphia; Minnesota Mining & Manufacturing Co., St. Paul, Minn.; Miratel Inc., New Brighton, Minn.; Mosely Assoc., South Barbara, Calif.;

Profit Programming Inc., Bellingham, Wash.; Programatic Broadcasting Service, New York; Radio Corp. of America, Camden, N. J.; Raytheon Co., Waltham, Mass.; Schafer Custom Engineering, Burbank, Calif.; Sony Corp. of America, New York; Standard Electronics Div., Farmingdale, N. J.; Sarkes Tarzian Inc., Bloomington, Ind.;

Tektroniz Inc., Beaverton, Ore.; Telechrome Manufacturing Corp., Amityville, N. Y.; Telecontrol Corp., Gardena, Calif.; TelePrompTer Corp., New York; Telescript-CSP Inc., New York; Television Specialty Co., Garden City, Long Island, N. Y.; Tower Construction Co., Sioux City, Iowa;

Utility Tower Co., Oklahoma City, Okla.; Visual Electronics Corp., New York; and Vitro Electronics, Silver Spring, Md.

Technical topics...

Tall move ▪ The Tall Co., manufacturers of the EdiTall Tape Editing and Splicing Blocks, announces the opening of offices at 27 East 37th St., N. Y. The company also is announcing an addition to its line: the EdiTall Block designed for attachment to modern compact tape recorders. Called the Editall S2, this block is 4 inches long, ¾ inches wide and ¼ inch thick. The price is $6.50.

New monitor ▪ General Electric Co. has developed what it describes as an improved tv monitor. It will work with any standard black and white camera to produce a picture said to be almost free of distortion. The input circuit will cancel out most distortion caused by nearby high-current wires. Controls are independently effective; adjustment of one has no effect on the others. Parts are more accessible than in previous models.

New oscillator ▪ Kay Electronic Co., Pine Brook, N. J., announces the availability of its new Sona-Sweep Model M low-frequency sweeping oscillator. The Model M adapts the accepted techniques of RF swept-frequency alignment for audio and ultrasonic design and test work. The Sona-Sweep also provides a complete measurement system. Further information and prices may be obtained from Kay Electric Co., Dept. BT, Pine Brook, N. J.

Cleveland d. j. prefers simplicity over luxury

Lying in the lap of luxury proved to be more of a strain than a pleasure for a WHK Cleveland d.j., who recently eased his way through five days of a one-week luxury survival test and then forfeited a two-week luxury vacation in Miami Beach by going back to his more customary "simple life." Scott Burton, personality at the Metropolitan Broadcasting outlet, began the experiment after he had requested listeners to send in their ideas for a new kind of endurance or survival test.

Mr. Burton accepted the challenge of Marvin Mintz, president and managing director of the Sahara Motor Hotel in Cleveland, who stated that if the d.j. could maintain his highest happiness quotient determined by a psychiatrist for at least seven full days, he would win a vacation at the Fontainebleau Hotel in Miami Beach. But Mr. Burton flunked when he realized he preferred to walk instead of being carried, that a valet was a bother, that flowers floating in the bathtub were a nuisance and that his specially prepared menu only made him crave for a ham and cheese on rye. The first record he played when he returned to WHK was Frank Sinatra's "Give Me the Simple Life."

Drumbeats...

Greetings ▪ WABC New York broadcast a special greeting to the Brooklyn Region of the Hadassah (Women's Zionist Organization of America) on its 49th birthday March 2. Timed to coincide with over 300 luncheon-birthday parties celebating the occasion, WABC incorporated the greeting into the station's 12:25 p.m. *First Person News.*

Big Rip ▪ WRIP Chattanooga, Tenn., proved to local listeners just how big it really is via the use of Big Rip, a baby elephant, who appeared at a weekend promotion with the station's mobile studios. Station officials claim it was one of the biggest promotions in the city's history with 12,000 hot dogs being sold in two days and many prizes being distributed. Biggest prize of all, according to the consensus of opinion, went to the kiddies who got to ride on Big Rip.

Show promo ▪ With the cooperation of the Encyclopaedia Brittanica and the Dolphoin Div. of Doubleday Inc., WOR-TV New York, has conducted an on-the-air essay contest relating to the station's week-long showing on "Uncle Tom's Cabin," in honor of Lincoln's birthday. The contest offered viewers an opportunity to win copies of the book, written by Harriet Beecher Stowe, and a grand prize of the 54-volume *Great Books of the Western World.*

Identification ▪ It isn't easy in a big market for the smaller station, especially fm, to establish listener identification and win adequate news space in the local papers. But with a new twist to an old technique, WCLM (FM) Chicago feels it has achieved this. The station reports "enthusiastic" response to its new weekend format of frequent five-minute news originations, telephone recorded from the desks of the editors of some 15 community newspapers, interspersed with music and telephone interviews with personalities from all fields currently in the city. Weekend host of *Chicago Orbit* is Linn Burton.

Patron of the arts ▪ The Metropolitan Broadcasting Corp. and the Columbia U. School of Architecture are co-sponsoring the premiere showing of the works of artist Jacques Fabert at the university's Avery Hall from March 20 through April 16. John Kluge, president of Metropolitan Broadcasting, has been serving as Mr. Fabert's patron and has encouraged the artist to drop all outside activities to concentrate on the development of his talent.

Colorful television ▪ A very unconventional "color" transmitter was inaugurated on WNEW-TV New York last week. It seems that the Amazing Randi, a guest on the station's *Wonderama,* set up a circular prop which alternated black and gray designs. When Randi spun this wheel to the right, the resultant effect was a series of concentric circles displaying a red center. When he spun it in the opposite direction, the red circles appeared on the outside. Those present in the studio could definitely see various color combinations, but some members of technical crew, however, claimed to have seen color on the monitor. The Amazing Randi requested the viewing audience to send postcards if they saw color on their home sets. Letters were received from "hundreds" of children and adults substantiating the crew's claims.

Jamaica, here I come

Mrs. Margot Teleki, timebuyer of Reach-McClinton Inc., New York, receives confirmation of a one-week, all-expenses-paid trip to Jamaica for two from Barry Sherman, managing director of the radio-television division of Esquire Inc., New York. The Jamaica trip was one of two "first place" door prizes presented during a party for advertising agency representatives in celebration of the appointment of John Blair & Co., New York, as national sales representative for WQXI, Esquire-owned radio station in Atlanta. Dick Swart, BBDO timebuyer in New York, won a similar trip for two to Jamaica.

WFYI 'for the birds'

Long Island's birds were showered with over three tons of food this winter thanks to "the station for the birds," WFYI Garden City, L. I., N. Y. In order to save local wildlife from the annual bird-famine when snow covers the birds' feeding places, the *New York Herald Tribune* radio outlet dropped food from its "Skyway Patrol" plane until warm weather melted the snow.

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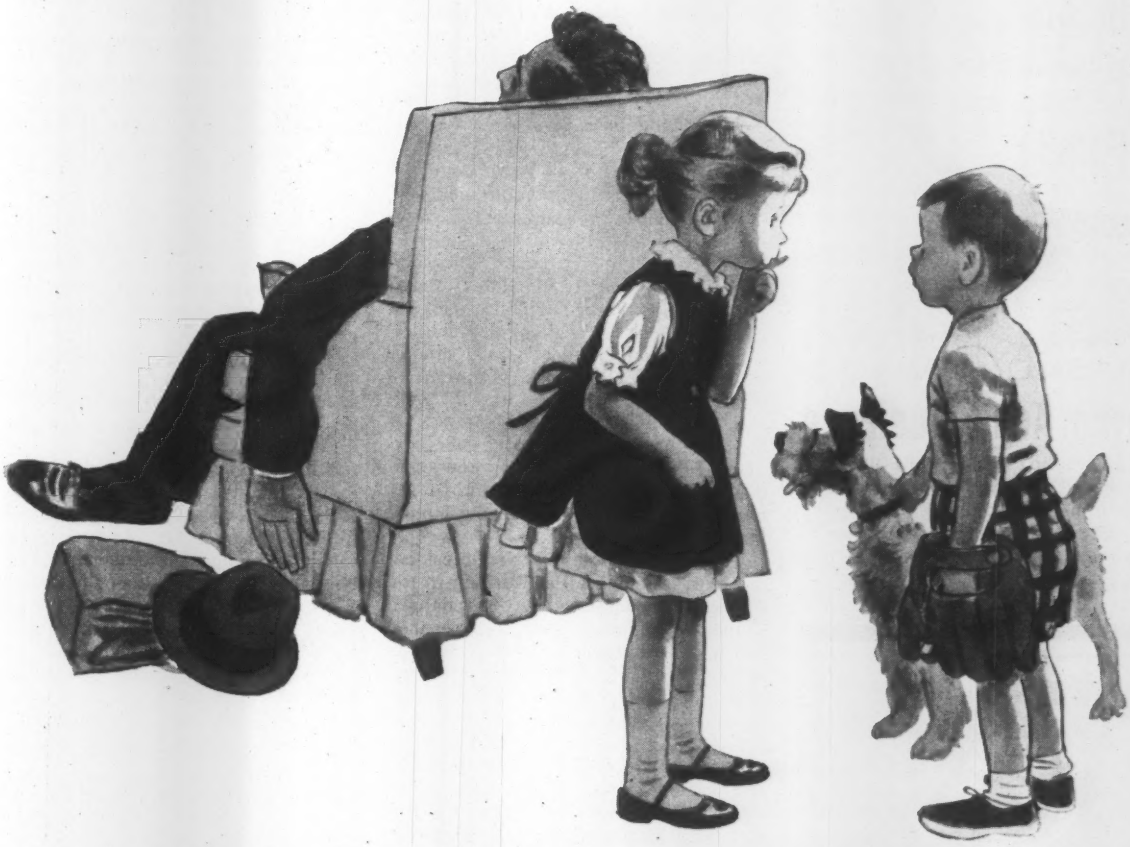

FATIGUE—A FRIEND IN DISGUISE

Nobody welcomes fatigue. Yet, it can be a friend in disguise. Without a sense of fatigue, we would often push ourselves beyond our endurance—and the diagnosis of certain diseases, of which fatigue is an early symptom, might be long delayed.

There are many kinds and many causes of fatigue. For example, there's simple physical fatigue which you feel after a strenuous "work-out." You rest or get a good night's sleep—and it vanishes.

Fatigue may also be caused by low blood sugar—especially among people who eat little or no breakfast. Any healthy person who "tires out" before noon should have a breakfast high in protein foods—meat, eggs and milk.

In contrast, there's the persistent and exhausting form of fatigue that's entirely unrelated to physical effort or diet. This is nervous or emotional fatigue caused by anxiety, tension or boredom.

If you are persistently tired, take a look at your way of life. How much exercise do you get? Physical activity is often the one thing most needed to overcome emotional fatigue.

When fatigue persists, see your physician. A check-up will reveal whether there's any disease causing tiredness. A frank talk about your worries may help untangle the emotional knots that make you "tired all the time." Fatigue shouldn't be ignored.

Remember: for the most common forms of fatigue, "tonics" are seldom, if ever, of any value. Fatigue, like any other symptom of physical or mental distress, should be investigated by your physician.

Metropolitan Life

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THE HOLE IN CANADA'S TALENT POOL

Broadcasters cite talent exodus to U.S. in BBG fight

Canadian broadcasters told the Parliamentary Committee on Broadcasting early this month at Ottawa that there were plenty of jobs open at their radio and television stations. But, they said, independent television stations are going to have difficulty finding enough Canadian talent to meet the Board of Broadcast Governors' requirements of 45% Canadian program content after April 1.

The supply of Canadian television talent is "strained to the limit" stated Don Jamieson, CJON-TV St. John's, Nfld. He pointed out it would be extremely difficult for stations in smaller centers to meet the BBG requirements of Canadian program content. Mr. Jamieson and other representatives of the Canadian Assn. of Broadcasters, explained that there is a steady flow of tv talent from all parts of Canada to Toronto and Montreal, then to the United States.

T. J. Allard, executive vice-president of CAB, asked that the wording in the Canada Broadcasting Act be changed to include Canadian production, instead of just program content. Murray Brown of CFPL-TV London, Ont., CAB president, stated that program production embraces more than just acting or musical talent, that a good news operation by a station was certainly talent. And Mr. Jamieson added that good scriptwriting was an important talent at present in short supply.

The CAB told the committee that the advent of 10 new tv stations in the past year has created a demand for 1,500 to 2,000 people who understand the complex working of television. The organization felt that the BBG should be concerned with promoting all kinds of broadcasting skills, not just performing talent.

CBC, Too ▪ Al Ouimet, president of Canadian Broadcasting Corp., government-owned system, told the committee a few days later that the new independent tv stations in the past year have lured away many technicians from the CBC, but he knew of no performing talent going over to the new stations.

Mr. Ouimet felt that there is plenty of Canadian talent waiting to be developed. He suggested that some of the independent tv stations have not done enough to promote new talent because they can rely on programs imported from the United States, and CBC networks. On the other hand, French-language tv stations have done an excellent job because they have to promote local talent since they have nothing else to fall back on.

Asked about the exodus of Canadian tv stars and producers to the United States, Mr. Ouimet said "This is proof that Canadian tv has come of age and is producing talent worthy of the world stage. As we get better, we'll lose more and more but we'll also attract more and more."

CAB officials told the committee that the BBG method of examining station program logs was not satisfactory because the logs do not set forth the real character and standards of a station's programs.

Mr. Allard, speaking for the CAB, stated that the association looked askance at a suggestion that the BBG be given power to fine stations for breaking BBG regulations. Mr. Jamieson felt that the system of hearings needed if BBG fines were allowed would make for a "tremendously unwieldy system." (BBG chairman Dr. Andrew Stewart told the committee recently that the board should have power to fine stations who exceed spot advertising regulations, the fine to be the amount collected for such excess advertising.)

CAB again requested that the 48-hour blackout of political broadcasts prior to an election be dropped. Last year the Canadian Parliament rejected this proposal.

CFTO-TV dropping 58 people; 25 more releases' planned

CFTO-TV Toronto has laid off 33 employes and expects to drop another 25, Joel Aldred, president, has announced.

The station had planned to start operations with 310 employes when it went on the air just before the end of last year, but the number reached 370 and

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3) Good Insurance.

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some of the temporary employes now are being dropped, Mr. Aldred said.

He accused the American Federation of Musicians of blocking employment of Toronto musicians by demanding multiple fees for programs intended for syndication by the station. He said AFM has two standards for fees, one for the Canadian Broadcasting Corp. and its network shows, and another for privately-owned stations; a fee is charged according to the number of stations that will use the filmed or taped programs planned by CFTO-TV, he said.

Psychological deafness predicted from tv ads

Many of today's television gimmicks are offending public taste and credulity, Ron W. Todgham, president of Chrysler Corp. of Canada, stated at the National Sales Executive Club of Toronto on Feb. 27. He predicted that if tv writers and producers of commercial advertising do not modify their techniques, the public will revolt by tuning out the offending commercials with the overly hard-sell.

"This could develop into a sort of mass psychological deafness on the part of viewers which could nullify the whole basic purpose and value of the modern tv commercial," Mr. Todgham said.

This could become a chronic state of mind where every time the sponsor of a program was mentioned, the viewer developed conveniently faulty hearing until the commercial was over. He added that the phonier a commercial appeared, the costlier it was.

"I can't escape the feeling that a lot of producers of today's commercials have still got to take a more mature and less frantic approach, in terms of their attitude to public taste and gullibility."

Mr. Todgham felt that tv is taking away the strength and vigor of the art of personal selling in North America. Since the customer knows every slogan and jingle before setting out to make a purchase, the play is taken away from the salesman even before he meets the prospect, he said.

"Televised advertising has supplanted the art of personalized selling almost as much as the automotive industry has outmoded the horsedrawn dairy wagon," Mr. Todgham concluded.

Ecuador buys transmitters

Continental Electronics Manufacturing Co., of Dallas, Tex., a subsidiary of Ling-Temco Electronics, has sold two 10 kw radio transmitters to the government of Ecuador.

The transmitters—one operating on the standard broadcast band, the other

PICK A SPECIAL FEATURE

. . . the Gates Dualux dual channel console has scores of them. Dual program amplifiers; five preamplifiers wired for seven microphones—up to 22 microphones if all utility keys are used—space for 2 more preamplifiers provided; cue-attenuators on all high-level channels used for net, turntables, tapes and remotes; telephone type keys on all mixing channels; and selective monitoring on all major circuits . . . to name just a few.

Place your order today for a Gates Dualux . . . America's most *exclusive* speech input system. More than 250 quality-conscious broadcasters already have.

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Subsidiary of Harris-Intertype Corporation
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Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

on shortwave—were shipped to Ecuador's capital city, Quito, in connection with the opening this month of the 11th Inter-American Conference. The government is using them for regularly scheduled public programs.

Abroad in brief...

Canadian firm sold ▪ Goulet Productions Ltd., Montreal, Que., radio and television production firm, has been sold to Marcel Pare and Placide Labelle of Publicity Services Ltd., Montreal and Quebec. No staff changes are contemplated. Bernard Goulet, former owner, was recently appointed a fulltime governor of the Board of Broadcast Governors, Canada's regulatory body. Richard Goulet, a son, is moving from Cockfield Brown & Co. Ltd., Montreal advertising agency, to Goulet Productions as producer.

NHK buys RKO films ▪ Television Industries Inc., N. Y., reports that the NHK Television Network in Japan has bought the rights for showing of 100 RKO feature films over that network. It was said to be "the largest deal of its kind" for Japanese tv. Television Industries is the parent company of C&C Films, which controls the foreign rights to the RKO library of 700 features and 1,100 short subjects.

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When it comes to reaching the enormous Negro Community of greater New York, time buyers sum up their strategy in three little words: "LIB IT UP"

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EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

Canadian pay-tv financial report due

When shareholders of Famous Players Canadian Ltd., Toronto, Ont., meet late in March they may learn how much money is being taken in by their pay tv subsidiary, Trans-Canada Telemeter. Pay-tv has now been in operation for a full year at Etobicoke, a suburb of Toronto. To date, 6,000 subscribers have been connected.

Only about 100 subscribers have had their coin boxes disconnected on the grounds they were not using pay-tv after paying the $5 installation charge. Trans-Canada Telemeter reported at a news conference on March 2 at Toronto that it has been taking boxes out of homes which do not show a minimum of 75 cents a week. There are some 450 people in the Etobicoke area waiting for service, Trans-Canada Telemeter officials explained, and there is a shortage of coin boxes.

Pay-tv's biggest attraction has been the Sunday evening hockey games. There are no live Canadian productions planned immediately, but a number of New York shows and productions are to be shown over the pay-tv system live or on tape this month and during the spring. Trans-Canada Telemeter wants to show productions which will not be seen on free-tv. It stopped negotiations with the National Ballet of Canada after the group appeared on CBC-TV.

Requests by the Canadian Assn. of Broadcasters and CBC that pay-tv come under jurisdiction of the Board of Broadcast Governors, Canada's regulatory body, have been deferred for the time being after studies by the BBG staff. The BBG made its report to the Parliamentary Committee on Broadcasting at Ottawa on March 1. It pointed out that as long as closed circuit systems operate entirely within a province "it would require a much stronger case than now exists to justify bringing these works and undertakings under federal jurisdiction."

CBC President Al Ouimet told the Parliamentary Committee he was willing to accept the BBG's "wait-and see" suggestion, since closed circuit television supplies less than 5% of the telecasting done in Canada.

The BBG report also covered the 260 community antenna systems serving about 200,000 Canadian homes across Canada, carrying both U.S. and Canadian station programs.

Independent tv station to carry football games

Television rights for the 1961 and 1962 seasons of the Canadian Big Four football clubs have been purchased by CFTO-TV Toronto. In previous years the Canadian Broadcasting Corp. carried the league's games.

CFTO-TV, which went on the air late last year as Toronto's second tv station, bought tv rights to the games for a two-year period for $750,000. CBC had offered $350,000 a year for use of the games on its regional tv networks. Last year, CBC paid $325,000. Not covered in the contract are the national Grey Cup championship games.

The contract calls for televising at least 17 games each year. Joel Aldred, president of CFTO-TV stated the games will also be carried by CJOH-TV Ottawa, Ont., and CFCF-TV and CFTM-TV Montreal. He expects other Canadian stations to carry the series also.

To date no sponsors have been set, though two breweries are reportedly interested in Ontario and Quebec markets.

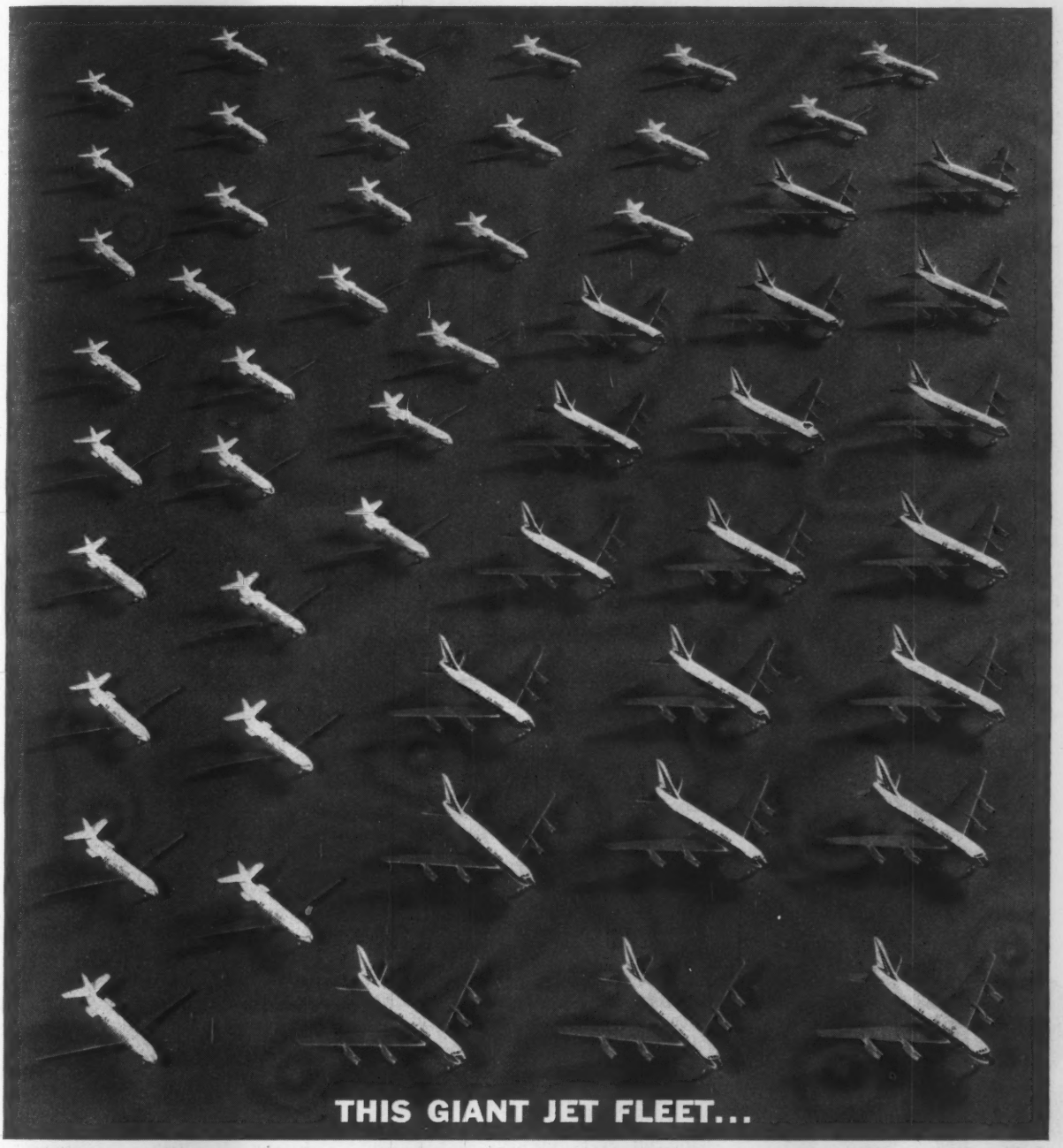
John Bassett, chairman of CFTO-TV, is also chairman of the Toronto Argonaut team, one of the four signatories to the agreement.

CBC has now ruled that its affiliated network stations, which this year for the first time signed "option time" contracts, including football, will not be able to carry the Big Four games, without breaking their CBC contract. This involves some 37 stations across Canada. If they break their CBC contract they will lose all CBC shows, on which most of them count for their 45% Canadian program content regulation.

Meanwhile CFTO-TV is endeavoring to sign up the new tv stations not on the CBC network. All of these seven stations have not yet signified their readiness to carry the games.

BBG approves CKEY sale

The sale of CKEY Toronto for $4.1 million to a Canadian-U.S. group was approved by the Canadian Board of Broadcast Governors at Ottawa last week. The station, owned by Jack Kent Cook, was sold to a syndicate including Canadian and U. S. Westinghouse Electric Corp. companies, the *Toronto Globe & Mail* and four Toronto businessmen (BROADCASTING, March 6). The BBG approval was contingent on voting control of the station remaining in Canadian hands and a statement of the new owners, Shore Acres Broadcasting Co., that programming will be improved.



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53 pure jets! This is the giant Air France Jet fleet. 20 Boeing 707 Intercontinental Jets—more American-built Boeing 707 Jets, in fact, than any other European airline. And 33 medium-range Caravelle Jets. The Caravelle is the jet Air France pioneered so successfully.

Already well over one million people have flown Air France Jets. For Air France Jets fly around the world. Air France Boeing 707 Jets fly direct to Europe from New York, Los Angeles, Chicago, Montreal, Anchorage and Mexico City. Air France Boeing 707 Jets also provide swift giant steps from Europe to South America, Africa and the Far East. And the outstanding Air France Caravelle Jets serve 42 cities in Europe, North Africa and the Middle East.

The pilots who fly Boeing 707 Jets are as remarkable as the jets they fly—6,000,000-mile-experienced veterans. No other airline in the world has higher standards for flight personnel. Small wonder that Air France, with a 42-year record of flying experience and service, is the world's largest airline.

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PUBLIC-RELATIONS PERSONNEL READY TO SERVE YOU IN NEW YORK, CHICAGO, LOS ANGELES, MONTREAL AND MEXICO CITY

BROADCAST ADVERTISING

Theodore S. Watson Jr., vp at Charles W. Hoyt Co., New York, elected director.

Alvin Kabaker, vp and general manager of Compton Adv., Los Angeles, has additionally been placed in charge of all west coast operations of agency.

Mr. Sulger

Alden H. Sulger Jr., formerly vp and account supervisor at Grey Adv., N. Y., joins Ted Bates & Co., that city, as vp and account supervisor on Household Products Div., Colgate - Palmolive Co. Prior to his association with Grey, Mr. Sulger was with former Biow-Biern-Toigo agency.

Karl Eller named account executive at Needham, Louis & Brorby, Chicago. Mr. Eller formerly was vp and manager of Chicago office of Foster & Kleiser Co. (outdoor advertising). **Robert W. Huntley,** formerly copywriter at Tatham-Laird, appointed to similar position at NL&B.

William Phllips elected vp of Ogilvy, Benson & Mather, N. Y. He was with Procter & Gamble before joining agency in 1959.

N. Gary Eckard, formerly manager of American Research Bureau's midwest station division, Chicago, appointed vp of Charles Harriman Smith & Assoc., Minneapolis.

Robert L. Benveniste, formerly director of merchandising and advertising at Owl & Rexall Drug Co., joins Beckman • Koblitz, Los Angeles, as vp and account supervisor.

Gerry Slaiter, formerly of KHVH-TV Honolulu, joins The Zakin Co., as assistant to Robert S. Buckbinder, senior vp.

Thomas L. Harris, account executive with Chicago office of Daniel J. Edelman & Assoc. since 1956, appointed vp and member of executive committee.

James Norris, formerly of McCann-Erickson, N. Y., named account executive on Scotchgard Brand Stain Repeller at MacManus, John & Adams, N. Y. **Jack Wolff,** of Mogul, Williams & Saylor, is Scotchgard art director, and **Nan Braman,** who has been with agency in Bloomfield Hills, Mich., moves to N. Y., to serve as copywriter on Scotchgard account.

Mr. Cohen

Lester Cohen, currently assigned as account supervisor on El Producto Cigar Co. account at Compton Adv., N. Y., elected vp. Mr. Cohen has been with agency for 12 years. He previously was account executive on packaged goods accounts, before his promotion to supervisor.

Albert F. Dobson, formerly with advertising department of Wilson & Co. (sporting goods), to copy staff of Clinton E. Frank, Chicago.

Lloyd G. Delaney, account executive at William Esty Co., N. Y., elected vp.

Thomas Tausig, former advertising director at P. Lorillard & Co., joins Grant Adv., N. Y., as vp and management supervisor.

Charles J. McCann, former sales and marketing director at Salada-Shirrif-Horsey Inc., joins Lennen & Newell, N. Y., as account executive on Best Foods-Div. of Corn Products Co.

Richard Chilton advanced to assistant account executive on Goodyear Tire & Rubber Co. account at The Kudner Agency, N. Y. Also appointed assistant account executives were **Robert Kirshner** (National Distillers Products Co.), and **Alvin Nilson** (General Telephone & Electronics Corp.).

Jack Geyer appointed vp in charge of Los Angeles office of Communications Counselors Inc. (McCann-Erickson subsidiary), succeeding **Margaret Ettinger,** who resigned to form own pr firm. **Betty Clements** is Los Angeles manager of Marplan, (division of Communications Affiliates Inc.).

Mr. Snyder

Kenneth C. T. Snyder, vp and director of tv-radio creative department of Needham, Louis & Brorby, Hollywood, appointed office manager. Other changes: **Frederick H. Brogger** as program supervisor in tv-radio programming department, and **Gilbert G. Foerster** as account executive.

Thomas P. Wheelwright joins Kent & Hollaender Adv., Phoenix, Ariz., as account executive.

Kenneth Siefried, formerly art director with Kenyon & Eckhardt, Los Angeles, to Foote, Cone & Belding, that city, in similar capacity.

C. William Schlabach, supervisor of merchandising services of The Nestlé Co., appointed supervisor of advertising and sales promotion services.

Stephen P. Bell and **Joseph L. Gornick** named account executives at Needham, Louis & Brorby, New York. Mr. Bell, previously was account supervisor at BBDO, New York, and Mr. Gornick served as account executive at McCann-Erickson, that city.

Charles H. Felt, formerly of Campbell-Ewald, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as associate creative director.

Richard H. Behrman, assistant director of research, Gardner Adv., N. Y., promoted to director.

Rodney W. Mutch, formerly of C. J. La Roche & Co., N. Y., joins Vanguard Adv., that city, as vp, creative director and principal in company.

Mr. Irish

Judson H. Irish, formerly with Donahue & Coe, N. Y., joins Foote, Cone & Belding, that city, as vp in creative department. Mr. Irish had been senior vp in charge of creative services. Prior to that he was senior vp and copy chief and member of executive committee at Ogilvy, Benson & Mather, N. Y.

E. E. (Sandy) Connell appointed marketing services manager and **David E. McConaughy** market development man-

STOP

Don't buy a chronograph or timer until you can select the one best suited to your individual requirements. There are hundreds of varieties, each with a combination of functions to meet specific needs. To be sure you make the right choice — write for our free catalog and name of nearest Racine Jeweler.

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Headquarters for the finest timers and chronographs since 1890. Featuring Gallet, Galco, Security, Guinand.

ager of Westclox Div. of General Time Corp., N. Y.

Alec Taylor joins Ted Bates & Co., N. Y., as vp and account supervisor. Mr. Taylor, who had been associated with Dancer-Fitzgerald-Sample, N. Y., as vp and account supervisor since 1953, also served previously with Young & Rubicam, N. Y.

Shirley Gallina, fashion editor of *Los Angeles Times* for past 15 years, joins Anderson-McConnell Adv., that city, as account executive.

Robert D. Lillien, associate media director of J. Walter Thompson Co., N. Y., since 1957, appointed manager of media department. He joined Thompson in 1956 and earlier had been associate media director of Bryan Houston Inc., assistant advertising manager of Whitehall Pharmacal Co. and with Procter & Gamble's media department in Cincinnati.

Raymond M. Schwartz, formerly production manager of WJRT (TV) Flint, Mich., to Gardner Adv., St. Louis, as broadcast service manager.

Lois A. Gibson, Lloyd B. Gibson and **John R. Hanna** join staff of Wilkinson Adv., Rochester, N. Y., as account executives. **Chester Cole Hawley** appointed account supervisor and **A. Robert Waud** named copywriter.

Mr. Weaver

George Weaver, formerly media director of J. Walter Thompson Co., Los Angeles, to Erwin Wasey, Ruthrauff & Ryan, that city, in similar capacity. Mr. Weaver, advertising veteran of 18 years, also served as media director of Foote, Cone & Belding's Los Angeles office.

Robert H. Gray appointed copy director of McCurry, Henderson, Enright, Norfolk, Va., advertising agency.

Richard J. Guglielmetti, formerly market analyst for Eitel-McCullough, San Carlos, Calif., promoted to manager of market research department.

C. R. (Bill) Pope, forms own advertising and pr agency, C. R. Pope & Assoc., Honolulu. **Carlos Rivas,** formerly station manager of KGMB, that city, appointed to direct radio and tv operations; **Donald L. Brown** to supervise pr counseling services and **Thomas P. Nieman,** principal with Allison-Nieman, Graphic Design Assoc., Honolulu, to head graphic arts department. Agency is located at 331 Kamani St., Honolulu 13, Hawaii. Phone: 571-373.

Thomas J. Farrahy, formerly with Westinghouse Electric Corp., to Ketch-

Beautifully simple, exceptionally reliable
5-10 KW transmitter by CONTINENTAL

The type 315B/316B AM transmitter offers a "plug-in" power package – conversion from 5 to 10 KW without major circuit changes. Less than 1% carrier shift – output independent of power line regulation. Special long-life selenium rectifiers throughout for minimum warmup time. All aluminum, frameless cabinets give maximum harmonic reduction take small space. Specifically designed for practical unattended operation. Easily installed anywhere – virtually maintenance free!

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Please start my subscription immediately for—

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☐ 52 weekly issues and Yearbook Number 11.00
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name *title/position**
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address
city *zone* *state*
Send to home address — —

* Occupation Required

Blair-TV announces major executive staff realignment

Mr. Denninger

Mr. Martin

Mr. Fritz

Mr. Smart

Mr. Allrud

Mr. Ohland

Expansion in sales executive level of Blair-TV, New York, implemented by series of advancements and assignments was announced last week. **Jack Denninger,** eastern sales manager and vp, named general sales manager. Mr. Denninger, who joined rep firm in 1948, will head a sales plans group. Other new members of group: **Frank Martin** and **Jack Fritz,** sales manager, eastern stations, and sales manager western stations, respectively; **Harry Smart,** Chicago manager and vp since 1958, becomes manager of midwest operations; **Ralph Allrud,** Blair-TV, New York, salesman, becomes director of project development, and **Otto Ohland** is new director of sales systems.

um, MacLeod & Grove, Pittsburgh, as assistant group head.

Bob Blake, formerly director of press information, CBS-TV, Hollywood, establishes new pr firm. The Robert Blake Co., 9015 Wilshire Blvd., Beverly Hills, Calif.

Mr. Legler

Ross Legler, formerly vp of Compton Adv., N. Y., joins Ted Bates & Co., that city, as account executive on Scott Paper Co. account. Mr. Legler, with Compton for 11 years, was account executive on Procter & Gamble and New York stock exchange accounts.

Norman D. Leebron, former director of film programming at Metropolitan Broadcasting, New York, joins Lavenson Bureau of Adv., Philadelphia, as account executive.

Timothy J. Bridger appointed art director at Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

THE MEDIA

Carl F. Hallberg, director operations of WDBO Orlando, Fla., and **Leonard S. Davey Jr.,** sales director of WDBO-TV, named vps of Cherry Broadcasting Co. (parent organization).

Carleton F. Loucks, formerly of WELI New Haven, Conn., joins Spot Time Sales Inc., N. Y., as eastern sales manager.

Bernard (Barney) Groven named general manager of WTMT Louisville, Ky. He has been with station since 1959.

Sherm Olson named program manager of KBEA and KBEY-FM Kansas City.

Neal Van Ells, formerly news director of WNTA-AM-FM-TV New York, joins WLWA (TV) Atlanta, Ga., as program director.

Arthur Sterman named manager of radio engineering operations for KABC Los Angeles. He formerly was with KQV Pittsburgh.

William Hollenbeck, formerly director-producer and program manager at KGO-TV San Francisco, to KPIX (TV), that city, as producer-director.

Norman L. Bacon, formerly program director of WHTN-AM-FM-TV Huntington, W. Va., joins KMOX-TV St. Louis, as administrative assistant to general manager.

Hamilton W. Woodle appointed field representative for National Assn. of Broadcasters. Mr. Woodle formerly was vp and general manager of WSPB Sarasota, Fla.

Mr. Bevis

Charles C. Bevis Jr. appointed assistant executive director of Assn. of Maximum Service Telecasters, Washington, succeeding **Arch L. Madsen** who goes to KSL-AM-TV Salt Lake City (BROADCASTING, Feb. 20) as president of station. Mr. Bevis most recently was broadcast management consultant. Before that he was general manager of WBUF-TV Buffalo, N. Y.

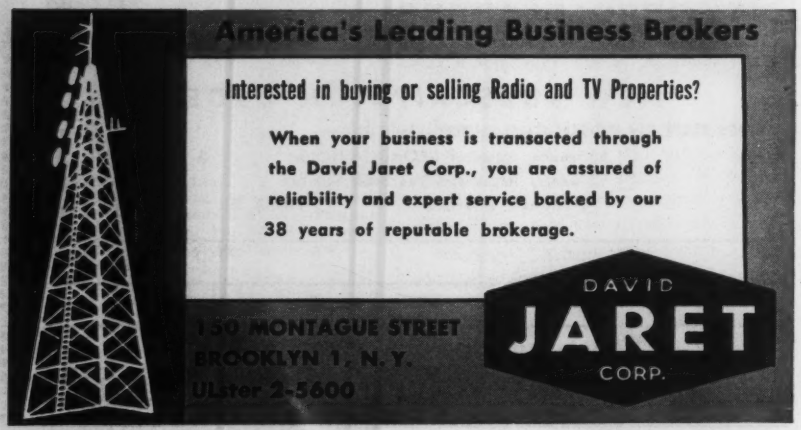
James S. Wiley, on sales staff of WPRO-TV Providence, R. I., promoted to sales promotion and development manager. Other changes: **Donald S. Moeller** to local sales manager; **Harold E. Carpenter** to local sales staff and **Robert H. Battersby** to business manager.

Richard H. Gerken, formerly of Buckley-Jaeger Broadcasting Corp., joins Metropolitan Broadcasting Corp., N. Y., as eastern sales manager of radio sales. Mr. Gerken also served with WNEW New York.

Terrence C. Atkinson appointed local sales manager of WJW-TV Cleveland. Before joining station, he was with KYW-TV Cleveland, midwest sales director of Hollywood Television Service and sales representative for MCA-TV.

Allen Ludlum, formerly director of film programming at WCAU-TV Philadelphia, appointed to similar position with KNXT (TV) Los Angeles.

Charles N. Boland, formerly head of Dallas office of Headley-Reed, station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CORP.

rep, to KVIL, that city, as commercial manager.

Lee Shoblom, air personality at KPRI (FM) San Diego, appointed assistant manager in addition to current duties. **Dave Schoolcraft,** traffic manager, named program director.

Peter F. Gallagher, advertising and promotion manager of WNHC-TV New Haven, Conn., appointed liaison man for TvB representing Broadcasters Promotion Assn.

John L. Herbert, formerly of George P. Hollingbery Co., N. Y., joins The Katz Agency, N. Y., on radio sales staff.

Richard W. (Slick) Holt, formerly WLEE Richmond, Va., staff member, joins WXEX-TV, that city, as merchandising supervisor.

David E. Harbaugh appointed technical supervisor of KDON Salinas, Calif.

Allen L. Franco, formerly with WCAR Detroit, to WXYZ, that city, as director of publicity and community affairs.

Eddie Clarke appointed public service director of WHK Cleveland, Ohio.

Al Ringler, news editor at WCAU-TV Philadelphia, appointed news director of WCAU, succeeding **Stew Klein,** who resigned.

Paul D. Melton, program coordinator for WCBS-TV New York, named staff producer of *New York Forum* and *Face New York.*

Allen A. Arthur appointed director of advertising for KFWB Los Angeles.

Mr. Roberts

Michael J. Roberts, former broadcast sales executive at *Variety,* show business weekly, joins Westinghouse Broadcasting Co., N. Y. as director of program sales. He also served as sales manager of Television Representatives Ltd., Canada.

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Bob Askey, radio-tv director of Van Horn Adv., Lincoln, Neb., rejoins KFOR, that city, where he had been employed since 1951 before joining Van Horn last year.

Robert W. Faull appointed news editor of WPTA (TV) Fort Wayne, Ind.

Jim Bruce joins WWIL Ft. Lauderdale, Fla., as news director.

Douglas Fishel, appointed account executive at KXTV (TV) Sacramento, Calif. He formerly was with KXOA, that city.

Terry Gillot joins staff of WCKT (TV) Miami, Fla., as account executive.

Bob Richards, formerly with Visual Electronics, New York, to KFMB-TV San Diego, Calif., as sales representative.

Jerry Mulderrig, formerly of H-R Representatives, N. Y., joins Daren F. McGavren Co., that city, on radio sales staff.

Lloyd Perrin appointed to newly created post of travel editor of KMPC Los Angeles.

Bill Leeds, assistant news director of WDAF-AM-FM-TV Kansas City, named to NBC New York news staff. **Bill Griffith** appointed city editor and **Chris Condon** administrative assistant to news director, both at WDAF.

Fred Kaplan appointed to program staff of ABC Radio Network feature, *Flair.*

Lt. Col. Raymond Hogan (USA Ret.), formerly chief analyst and weather forecaster for various Army installations, joins WIBX Utica, N. Y., as weather man.

Mr. Plumstead

Eugene M. Plumstead, former vp of programming for Plough Broadcasting Co., Memphis, Tenn., appointed program manager, KYW Cleveland. Mr. Plumstead joined WMPS Memphis in 1954 as program director and advanced to position of national program director for Plough stations in 1956, and became vp-programming of station group in 1959.

Bob Terry, formerly with WIKY Evansville, Ind., joins staff of WSIX-AM-FM-TV Nashville, Tenn., as air personality.

Jim Wood and **Doug Don** join WSPD Toledo, Ohio, as air personalities. Mr. Wood comes from WIBG Philadelphia, Mr. Don from WILS Lansing, Mich.

Keith Morris joins WHK Cleveland

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as air personality. He formerly was with WAIT Chicago.

Jim David Boaz, air personality at WITE Brazil, Ind., to KDEF Albuquerque, N. M., in similar position. Mr. Boaz also will handle sales duties.

Mr. Stilli

John G. Stilli appointed general manager of WFBG-AM-FM-TV Altoona-Johnstown, Pa. Mr. Stilli succeeds **Frank B. (Bud) Palmer** who has been promoted to newly created post of manager of midwestern sales office of Triangle Stations with headquarters in Chicago. Mr. Stilli was promotion manager of WBZ Boston, sales manager of KDKA-AM-TV Pittsburgh and account executive at TvAR, New York.

Ed Nielson, formerly program director of Merriman stations (WRNY Rome, WSET Glenn Falls, and WIPS Ticonderoga, all New York) joins WPTR Albany-Schenectady-Troy, N.Y., as producer and morning personality. **Jim Ramsburg,** formerly program director of Franklin stations (WWOM New Orleans, KOME Tulsa, Okla., WLOD Ft. Lauderdale, Fla., WMIN Minneapolis, WEW St. Louis, and KRIB Mason City, Iowa) joins WPTR as director of promotion and production, in addition to duties as daytime personality.

A. N. Quinn, on special assignment for Tom F. O'Neil, president of RKO General, appointed controller of Don Lee Div. (KHJ-AM-TV Los Angeles and KFRC San Francisco). He succeeds **Arthur Anfield,** who returns to New York as assistant to Hathaway Watson, vp in charge of broadcasting.

Howard E. Williams Jr. joins WBAL Baltimore, sports department.

USIA award given to Theodore Repplier

Theodore S. Repplier (c), president of The Advertising Council, is shown receiving the Distinguished Service Award of the USIA in recognition of his contributions toward international goodwill. He is flanked by **Allen W. Dulles** (l), director of the Central Intelligence Agency and **Edward R. Murrow,** USIA director-designate.

Mr. Maurer

J. F. (Jack) Maurer, formerly vp in charge of sales for Elliott stations (WCUE Akron, Ohio, and WICE Providence, R.I.), appointed general manager of WLOK Memphis, Tenn. He is broadcasting veteran of 12 years.

Mr. Curran

Don B. Curran has been appointed to newly-created post of director of publicity and promotion, for ABC's owned and operated radio stations. Mr. Curran, whose appointment is effective April 11, will headquarter in N. Y. He formerly was promotion director of KTVI (TV) St. Louis.

Robert J. Gold appointed national sales manager of Hildreth stations: WABI-AM-TV Bangor, WAGM-AM-TV Presque Isle and WPOR Portland, all Maine.

John L. Ellinger, general manager of WNAB Bridgeport, Conn., resigns. He is president of Connecticut Broadcasters Assn.

Dan Johnson, formerly with WGBS Miami, joins WFLA-AM-FM Tampa, Fla., as air personality. **Kay MacLean Nero** and **Joe McDonald** join station in promotion department.

Mel Knoepp appointed staff announcer of KFMB-TV San Diego.

Michael H. Stein, news editor of

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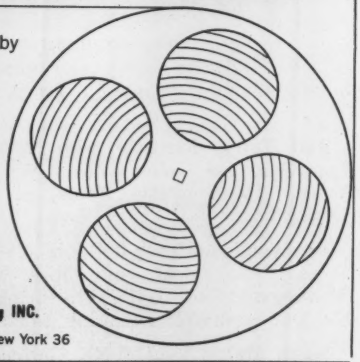

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WDRC-AM-FM Hartford, Conn., promoted to news director.

Lee Browning appointed vp and general manager of WFIE-TV Evansville, Ind. He succeeds **E. Berry Smith,** now vp and general manager of WFRV (TV) Green Bay, Wis. (BROADCASTING, Feb. 27).

John L. O'Donnell, formerly with KSIW Woodward, Okla., to WIRL Peoria, Ill.

Jon Holiday, vp and general manager of WHYE Roanoke, Va., elected president of Roanoke Broadcasters Inc. (parent organization), succeeding **Joseph Mullen,** named board chairman. **Jan Wilkins** joins station as announcer.

Jack Rowzie, formerly air personality at WWDC Washington, to WEEL Fairfax, Va., in similar capacity.

PROGRAMMING

Mr. Bradshaw

Justin Bradshaw, named director of station service for Broadcast Music Inc., (BMI), N. Y. Mr. Bradshaw was formerly BMI's field representative covering South Central states, with headquarters in Dallas, for eight years.

John Pearson, general manager, Independent Television Corp. of Canada Ltd., named assistant director of international sales, ITC, N. Y. **Hershel Harris,** in charge of national sales, named sales manager, ITC of Canada. **Samuel Gang** becomes Mexican and Central American division manager and head of ITC offices in Mexico City. **John Darnton** named manager of new Far Eastern sales division, Sydney, Australia. Domestic appointments include **Carl Russell,** sales manager of Central Div.; **Bert Weiland,** manager of syndicated sales administration; **Jack Rhodes,** district sales manager, Eastern and Central Divs.; **Jack Meadows,** Central Div. sales staff; **John Howley,** Southwest Div. sales staff; **Hal Danson,** upper N. Y. state and New England; **Tony Wysocki,** Southern Div., and **Chris Remington,** Midwest staff.

Hy Hollinger, formerly of editorial staff of *Variety,* joins International Telemeter Co., N. Y., as pr manager. **Will Baltin** advances to administrative assistant to president of Telemeter.

Herbert T. Green appointed general manager of Closed Circuit Div., General Television Network, New York (taped tv commercials and closed circuit productions).

William H. Sturdevant joins creative staff of Northwestern Inc., Portland, Ore., producer of tv commercials, slide films and films.

Graham Spencer named account executive in sales contact and service department of Robert Lawrence Productions, N. Y.

Ben Elrod, formerly of United Artists Associated, joins Seven Arts Associated, Dallas.

EQUIPMENT & ENGINEERING

William Nehrenz, formerly vp in charge of Ungar Div., Eldon Industries Inc., Hawthorne, Calif., named vp in charge of marketing for all company divisions. **Davis Factor Jr.,** has been elected vp of Eldon and will be director of advertising and merchandising for all divisions.

Herbert Riegelman, formerly general manager of tv receiver department of radio and tv division, General Electric Co., Syracuse, N. Y., appointed manager of new distribution planning operation.

John C. Forrest, formerly chief engineer for radar and special products of GPL Div., General Precision, Pleasantville, N. Y., promoted to director of engineering division. **Dr. Frank N. Gillette,** formerly chief engineer for industrial products promoted to associate director. **Louis L. Pourciau** named head of industrial products department.

John H. Adams appointed vp and general manager of Central Electronics, Inc., Chicago, subsidiary of Zenith Radio Corp.

Dr. George Krsek named executive vp and general manager of International Rectifier Corp., El Segundo, Calif.

John E. Povolny, production superintendent at Minnesota Mining and Mfg. Co.'s magnetic products plant, Hutchinson, Minn., named plant manager for new 3M magnetic products plant being built at Freehold, N. J., to produce Scotch brand recording tapes for tv, sound and scientific instrumentation recording fields.

Robert E. Brockway, manager of distribution at Sylvania Electro-Specialties, N. Y., named manager of division.

Dr. S. C. Chao named senior project engineer for new product development at Vega Electronics Corp., Cupertino, Calif. Dr. Chao was formerly with IBM Research Laboratory.

Capt. Will I. Bull (USN, Ret.), assistant to president of Hoffman Electronics Corp. for semiconductor operations, appointed director of semiconductor division operations. **Dr. Paul N. Russell,** who joined Hoffman in 1959 as a senior scientist, is promoted to technical director of semiconductor division and

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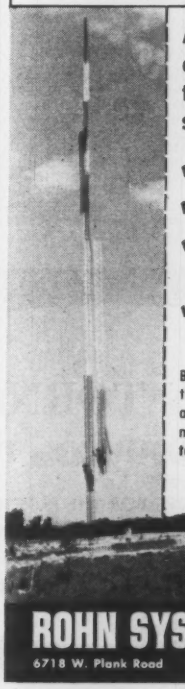

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Warren H. Davis, assistant director of marketing, promoted to director of marketing.

Douglas Battin appointed sales manager for American Microphone Mfg. Co., Rockford, Ill.

ALLIED FIELDS

Charles McNamee appointed associate at Paul H. Chapman Co., national media brokers, Atlanta, Ga. He will handle Arkansas and Missouri areas.

Elizabeth Pender, formerly of *Norfolk* (Va.) *Virg'n'an-Pilot* joins Phil Dean Assoc., N. Y., as account executive.

INTERNATIONAL

William L. Robinson, formerly representative of Screen Gems' Canada Ltd., joins MGM-TV as manager of tv sales in Canada, headquartered in Toronto.

E. W. Miller, who designed CJSS-TV Cornwall, and CHOV-TV Pembroke, both Ontario, to technical products marketing manager, RCA Victor Ltd., Montreal, for Quebec province.

W. J. Smith, formerly of Radio Representatives Ltd., Toronto, named to radio sales staff of Stovin-Byles Ltd., Toronto station rep.

Robert G. Proctor, formerly of Joseph Hardy & Co. Ltd., and National Broadcast Sales Ltd., Montreal, to Montreal representatives of Standard Broadcast Sales Ltd., Toronto station rep.

DEATHS

Howard (Hy) Steed, 65, general manager of WGHN Grand Haven, Mich., died March 8 at Grand Rapids. A 38-year veteran in broadcasting, Mr. Steed also had been associated with WMBC Detroit and WLAV-AM-TV Lansing, Mich.

Eleanor Moore, radio women's director and continuity director of WSBT-AM-TV South Bend, Ind., died March 1 in La Porte, Ind.

Sennet W. Gilfillan, 71, electronics manufacturer and developer of GCA (Ground Control Approach) radar system that enables planes to land safely in bad weather, died March 5 at his home in Los Angeles. Gilfillan Bros., which he founded with his brother, Jay, in 1912, was one of country's first radio receiver manufacturers.

Richard A. Osborne, 35, assistant general sales manager of WLW Cincinnati, died March 7 of cerebral hemorrhage. He was with Crosley Broadcasting Corp. for seven years.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 2 through March 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Williamsville, N. Y., Board of Cooperative Educational Services—uhf ch. *29 (560.01-566.01 mc); ERP 1 kw vis., .300 kw aural; ant. height above average terrain 117 ft., above ground 150 ft. Estimated construction cost $45,000, first year operating cost $8,400. P.O. address 4295 South Harris Hill Road. Studio & trans. location 505 Mill St. Geographic coordinates 42° 58' 49" N. Lat., 78° 44' 38" W. Long. Trans. GE TT24A, ant. Alfred Electronics 104OD. Consulting engineer A. N. Fischer, Buffalo, N. Y. Ann. March 2.

New am stations

ACTIONS BY FCC

Boise, Idaho — Northwest Bestrs. Inc. Granted 1240 kc., 250 w. P.O. address suite 604, Idaho Bldg. Ann. March 8.

Ebensburg, Pa.—Cambria County Bcstg. Co. Granted 1580 kc, 1 kw D. P.O. address Ebensburg, Pa. Estimated construction cost $10,800, first year operating cost $40,000, revenue $44,000. Sole owner **Cary H. Simpson** has interests in WKBI St. Marys, WFRM Coudersport, WNBT Wellsboro, WTRN Tyrone, and WBLF Bellefonte, all Pennsylvania. Chairman Minow and Commissioner Bartley dissented. The former stated: "I would designate the application for hearing on the question whether the grant is in the public interest in view of the applicant's extensive multiple interests in a highly concentrated area in Pennsylvania." Comr. Bartley concurred. Ann. March 8.

APPLICATIONS

Douglasville, Ga., Douglas County Bcstg. Co.—1520 kc, 1 kw D. P. O. address Box 603, Myrtle Drive. Estimated construction cost $17,767, first year operating cost $33,000, revenue $42,000. **Bolling Branham,** sole owner, has 52% interest in WKTG Thomasville, Ga., and real estate holdings. Ann. March 8.

Crystal Bay, Nev.—Verne M. Miller. 1240 kc, 1 kw-D, 250-w-N. P.O. address 1786 Tenth Ave., Sacramento, Calif. Estimated construction cost $34,000, revenue $37,500. Mr. Miller is CPA. Ann. March. 1.

Existing am stations

ACTIONS BY FCC

KFPW Ft. Smith, Ark.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 8.

KHOE Truckee, Calif.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. March 8.

WMAF Madison, Fla.—Granted increased daytime power on 1230 kc, S.H, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. March 8.

WKOZ Kosciusko, Miss.—Granted change of facilities from 1350 kc, 5 kw, D, to 1340 kc, 250 w-N, 1 kw-LS; remote control permitted; engineering conditions. Ann. March 8.

KODE Joplin, Mo. — Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 8.

APPLICATIONS

KVMA Magnolia, Ark.—Cp to increase power from 1 kw to 5 kw, install new trans. and install DA-D. (630kc). Ann. March 8.

WBIN Augusta, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. March 2.

WRSW Warsaw, Ind.—Cp to increase daytime power from 500 1 kw and make changes in DA pattern. (1480kc). Ann. March 8.

KOKX Keokuk, Iowa—Cp to change from DA-2 to DA-N and operate trans. by remote control daytime. (1310kc). Ann. March 2.

WAVE Louisville, Ky. — Cp to make changes in DA-D and change from DA-1 to DA-2. (970kc). Ann. March 8.

WKTQ South Paris, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 8.

KXEO Mexico, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 8.

KOCY Oklahoma City, Okla.—Mod. of cp which authorized change in ant.-trans. location, change studio location and make changes in antenna system; to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. March 6.

WLOW Portsmouth, Virginia—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc). Ann. March 8.

WESR Tasley, Va.—Cp to change hours of operation from D to unl., using power of 1 kw, 5 kw-LS, install new trans., make changes in DA system (add 1 tower) and change from DA-D to DA-2. (1330kc). Ann. March 8.

WKYR Keyser, W. V.—Cp to change hours of operation from D to unl., using power of 1 kw, 5 kw-LS, install DA-2, change ant.-trans. location and change station location to Cumberland, Md. (1270kc). Ann. March 8.

KODI Cody, Wyo.—Cp to increase day-

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time power from 250 w to 1 kw and install new trans. (1400kc). Ann. March 8.

New fm stations

ACTION BY FCC

Jasper, Ala.—Walker County Bcstg. Inc. Granted 98.7 mc., 25.5 kw. Ant. height 45 ft. P.O. address Box 620, Cullman, Ala. Ann. March 8.

APPLICATIONS

Santa Cruz, Calif. Radio Santa Cruz—99.1 mc. 24 kw. Ant. height above average terrain —251 ft. P.O. address Box 1080. Estimated construction cost $20,180, first year operating cost $7,000, revenue $7,000. Principals are **Charles V. Berlin, Fred D. McPherson Jr.** and **Mahlon D. McPherson** (one-third each). Mr. Berlin is manager and one-third-owner of KSCO Santa Cruz. Messrs. McPherson have equal interests in KSCO, real estate and newspaper publishing.

***Wheaton, Ill., Wheaton College**—88.1 mc, 10 w. Estimated construction cost $1,765, first year operating cost $2,900.

Longview, Tex., Radio Longview Inc.—105.7 mc, 6.2 kw. Ant. height above average terrain 302.6 ft. P.O. address Box 1866. Estimated construction cost $11,688, first year operating cost $1,200, revenue $6,500. Principals are **Mr. & Mrs. E. W. Mahone Jr.** (25% each), **H. A. Bridge Sr.** (5%) and **H. A. Bridge Jr.** (45%). They hold comparable interests in KLUE Longview and KMHT Marshall, Tex. Ann. March 2.

***Huntington, W. Va., Marshall U.**—88.1 mc, 10 w. Ant. height above average terrain 135 ft. P.O. address Marshall College Science Hall, 17th St. and 3rd Ave. Estimated construction cost $67,577, first year operating cost $5,347.

Existing fm stations

ACTIONS BY FCC

■ Following fm stations were granted SCA's to engage in multiplex operations: WCMF (FM) Rochester, N. Y.; WLAV-FM Grand Rapids, Mich.; WABI-FM Bangor, Me., and KGMG Portland, Ore. Ann. March 1.

WFAH-FM Alliance, Ohio. — Granted change of operation from Class A on 101.7 mc to Class B on 92.5 mc; ERP from 1 kw to 28.5 kw; ant. height from 160 ft. to 140 ft.; engineering conditions. Ann. March 8.

APPLICATION

WMNI (FM) Columbus, Ohio—Mod. of cp, which authorized new fm broadcast station, to change frequency from 102.9 mc. to 99.7 mc. Ann. March 2.

Ownership changes

ACTIONS BY FCC

KTCS Fort Smith, Ark.—Granted assignment of license to **B. M. Salyer Jr.**, et al., **(KTCS Radio Co.)** (Mr. Salyer, president, and two stockholders own KLPR Oklahoma City, Okla.); consideration $70,000. Ann. March 8.

KREB Shreveport, La.—Granted assignment of license to **KREB Inc. (Lawrence Brandon**, president); consideration not to exceed $184,000. Ann. March 8.

WTAC Flint, Mich.—Granted assignment of licenses to **Whitehall Stations Inc. (Louis Tose**, president); consideration $533,200 plus agreements to pay brokers commission of $22,500 and not to compete within a radius of 50 miles of Flint for 5 years. Ann. March 8.

KBMO Benson, Minn.—Granted assignment of license to **North Star Bcstg. Co.**; consideration $11,251 for 50% interest. Ann. March 8.

WSAI-AM-FM Cincinnati, Ohio.—Granted assignment of licenses and fm SCA to **Jupiter Bcstg. Inc. (Ernest Tannen**, president, owns WDMV Pocomoke City, Md.); stock will be held equally by two partnerships—**Fox, Wells and Rogers** (interest in KFSD-AM-FM-TV San Diego, Calif., WWLP (TV) Springfield, WWOR (TV) Worcester and WRLP (TV) Greenfield, all Massachusetts) and **Payson & Trask**; consideration $1 million and agreement to purchase 100% stock of Musicast Inc. (background music corporation) for $12,000 and pay assignor $200,000 not to compete in Cincinnati metropolitan area for four years. Ann. March 8.

APPLICATIONS

KEZE (FM) Anaheim, Calif.—Seeks assignment of cp to **Radio Orange County Inc.** from **Hi-Fi Bcstrs. Inc.** Both companies have same stockholders with exception of **Sherrill C. Corwin**, who holds 32.17% of purchaser. Principal interests are those of **Cliff Gill**, who holds 38.87% of former, 55.5% of latter. Ann. March 2.

KCOL Fort Collins, Colo.—Seeks sale of all stock of **The Northern Colorado Bcstg. Co.** from **J. Herbert Hollister** to **Ellis Atteberry** for $60,000. Purchaser has been general manager of station since 1950. Ann. March 2.

KQAL-FM Omaha, Neb.—Seeks assignment of license to **Richards & Assoc. Inc.** from **Jack L. Katz Enterprises Inc.** for $59,000. Principals of Richards & Assoc. are **Donald A. Richards** (40%), **Barbara Jean Richards** (30%), and **Sarah R. Sterling** (30%). Mr. Richards is station manager of KDMI (FM) Des Moines, Iowa. Mrs. Richards is his wife; Mrs. Sterling is her mother. Ann. March 2.

KCFI Cedar Falls, Iowa—Seeks assignment of license from **Jane A. Roberts** to **KCFI Inc.** for $100,000. KCFI Inc. principals include **Donald F. Blanchard** (33⅓%), **Harry Campbell** (33⅓%) and others. Messrs. Blanchard and Campbell are equal partners in KSMN Mason City, Iowa. Ann. March 2.

KHAK Cedar Rapids, Iowa—Seeks assignment of cp from **Laird Bcstg. Inc.** to **Don-Low Bcstg. Inc.** for $14,477 of expenses. Principals of purchaser include **John D. Harvey** (38%), **W. E. McClenahan** (30%) and others. Mr. Harvey has been executive with various stations. Mr. McClenahan was most recently general manager of KWEB Rochester, Minn. Ann. March 6.

WBOX Bogalusa, La.—Seeks assignment of license from **Joe A. Oswald** to **Magic City Bcstg. Corp.** for $80,000. Magic City Bcstg. principals are **Ralph Blumberg** (50%), **William Waldman** (16.6%) and others. Mr. Blumberg is employed by WABB Mobile, Ala., Mr. Waldman is in garment industry. Ann. March 2.

WSSB Durham, N. C.—Seeks assignment of license from **Public Information Corp.** to **WSSB Inc. Mr. & Mrs. James S. Beattie** own both companies. Assignment is requested for corporate reasons. No financial consideration involved. Ann. March 2.

WGAL-TV Lancaster, Pa.—Seeks assignment of license from **WGAL Inc.** to **WGAL Television Inc.** No financial consideration is involved. Principals are **J. Hale Steinman** (33⅓%), **John F. Steinman** (33⅓%), and **Clair R. McCollough** (33⅓%). Each is also one-third owner of WGAL Inc. Ann. March 6.

WGAT Gate City, Va.—Seeks assignment of license from **W. V. Ramsey** to **Rogers-McGuire Bcstg. Co.** for $65,000. Purchasers are **Charles J.** and **Mary Jane B. McGuire** (25% each) and **John Kelly Rogers** (50%). Mr. McGuire is program manager of WOPI-AM-FM Bristol, Tenn. Mrs. McGuire is interior decorator. Mr. Rogers is in real estate and lumber. Ann. March 2.

WPLH Huntington, W. Va.—Seeks assignment of license from **The Tierney Co.** to **Ohio River Bcstg. Corp.** for $125,000. **George H. Clinton** owns 100% of stock in Ohio River Bcstg. He has interests in WTMA-AM-FM Charleston, S. C., and in auto rental business. Ann. March 2.

Hearing cases

FINAL DECISIONS

■ By order, commission modified and made effective Sept. 19, 1960 initial decision and granted application of Booth Bcstg. to change facilities of WTOD Toledo, Ohio, from nondirectional with 1 kw to directional with 5 kw, continued operation on 1560 kc, D, conditioned to submitting information with its license application establishing that existing WTOD tower has been dismantled. Chairman Minow and Comr. Bartley not participating. Ann. March. 8.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by applicants and granted without hearing applications of Rahall Bcstg., Inc., to increase power of WQTY Arlington, Fla., from 250 w to 1 kw, continued operation on 1220 kc, D, and Ponce De Leon Bcstg. Co. (WFOY), St. Augustine, Fla., and Indian River Radio, Inc. (WMMB), Melbourne, Fla., to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, conditioned to each accepting interference as may be imposed upon it by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw, and WFOY further conditioned that it accept such interference as may be imposed by application of WENC Whiteville, N. C., to increase power from 1 kw to 5 kw, continued operation on 1220 kc, D. Chairman Minow not participating; Comr. Ford dissented. Ann. March 8.

■ By order, commission (1) terminated, as moot, proceeding on applications of Alvarado Television Inc., to increase vis. ERP of KVOA-TV (ch. 4) Tucson, Ariz., from 5.37 kw to 35 kw and ant. height from 30 ft. to 3,682 ft., change trans. site to about

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17 miles northeast of city atop Mt. Bigelow, and make other changes, and Old Pueblo Bcstg. Co. to move transmitter of KOLD-TV (ch. 13), Tucson, to same location as KVOA-TV atop Mt. Bigelow, increase vis. ERP from 30 kw to 75.4 kw and ant. height from 100 ft. to 3,747 ft., and make other changes; and (2) reinstated Dec. 2, 1959 grants which had been protested by Tucson Television Inc. (KGUN-TV, ch. 9), Tucson. Chairman Minow not participating; Comr. Bartley dissented. Ann. March 8.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by WHUB Inc. (WHUB), Cookeville, Tenn., Campbell and Sheftall (WJZM), Clarksville, Tenn., and Shelbyville Bcstg. Inc. (WHAL), Shelbyville, Tenn., severed from consolidated proceeding in Dockets 13694 et al., and granted their applications to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing Class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 8.

■ By memorandum opinion and order, commission granted petition for reconsideration by Marion Bcstg. Co., removed from consolidated proceeding in Dockets 13014 et al., and granted its application to increase daytime power of WMRN Marion, Ohio, from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing Class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. March 8.

STAFF INSTRUCTIONS

■ Commission on March 3 directed preparation of document looking toward granting application of Northwest Bcstrs. Inc. for new am station to operate on 1540 kc, 1 kw, DA, U, in Bellevue, Wash., and denying application of Rev. Haldane James Duff for new station on 1540 kc, 10 kw, DA-1, U, in Seattle, Wash. August 15, 1960 supplemental initial decision looked toward this action.

■ Commission on March 3 directed preparation of document looking toward granting applications of Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and Patrick Henry Bcstg. Corp. (WHEE), Martinsville, Va., to increase power of their stations from 1 kw to 5 kw, continuing operation on 1370 kc, D. Ann. August 15, 1960 initial decision looked toward denying applications.

■ Commission on March 8 directed preparation of document looking toward denying petition by Dodge City Bcstg. Co., Inc., for reconsideration of Oct. 14, 1960 decision which denied its application for new am station to operate on 600 kc, 500 w, U, DA-2, in Liberal, Kan.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Brandywine Bcstg. Corp. for new am station to operate on 690 kc, 500 w, DA, D, in Media, Pa., and denying applications of Boyertown Bcstg. Co. and Dinkson Corp. for new stations on same frequency with 250 w, D, in Boyertown, Pa., and Hammonton, N. J., respectively. Ann. March 7.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting following applications to increase daytime power from 250 k to 1 kw, continued nighttime operation with 250 w: 1240 kc—Iowa Great Lakes Bcstg. Co. (KICD), Spencer, Iowa; WSBC Bcstg. Co. (WSBC), Chicago, Ill.; Cornbelt Bcstg. Corp. (KFOR), Lincoln, Neb.; WTAX Inc. (WTAX), Springfield, Ill.; WJMC Inc. (WJMC), Rice Lake, Wis.; Granite City Bcstg. Co. (WJON), St. Cloud, Minn.; North Platte Bcstg. Inc., formerly KODY Inc. (KODY), North Platte, Neb.; Wapello County Bcstg. Co. (KBIZ), Ottumwa, Iowa; 1230 kc—Bloomington Bcstg. Corp. (WJBC), Bloomington, Ill.; Southern Wisconsin Radio Inc. (WCLO), Janesville, Wis.; Marshall Electric Co. (KFJB), Marshalltown, Iowa; and Radio Moline Inc., formerly WQUA Inc. (WQUA), Moline, Ill. Ann. March 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Maine Radio and Television Co. for reconsideration of Nov. 14, 1960 chief hearing examiner's ruling permitting Air Transport Association of America to intervene in proceeding on Maine's application to change trans. location and increase ant. height of WCHS-TV Portland, Me. Comr. Cross dissented with statement. Ann. March 8.

■ Commission scheduled following proceedings for oral argument on April 13: Suburban Bcstg. Co., Inc. (WVIP), Mount Kisco, N. Y. (Docket 13054); and Horne Oil Co., Provo, Utah (Docket 13684).

Ypsilanti-Ann Arbor Bcstg. Co., Ypsilanti, Mich.—Designated for hearing application for new am station to operate on 1480 kc, 500 w, DA, D; made WJBK Detroit, and WOHO Toledo, Ohio, parties to proceeding with respect to their existing operations and WABJ Adrian, Mich., a party with respect to its existing and proposed operation. Ann. March 8.

Abbeville Radio, Inc. Abbeville, Ala.—Designated for hearing applications for new am stations to operate on 1480 kc, 1 kw, D. Ann. March 8.

■ By order, commission, on its own motion, set aside its Feb. 15, 1961 grant to Forrest G. Conley for new am station to operate on 1340 kc; 100 w, U, in Sand Springs, Okla., pending decision on matters raised in petition to deny filed by Plaza Court Bcstg. Co. (KOCY), Oklahoma City, Okla. Ann. March 8.

■ By order, commission granted request by Cummings Bcstg. Assoc. and set aside Feb. 23, 1961 action designating for hearing its application for new am station to operate on 1340 kc, 250 w, U, in Palm Springs, Calif., and placed application in pending file pending submission by Cummings of contemplated amendment regarding ant. site. Ann. March 8.

■ By memorandum opinion and order, commission granted petition for reconsideration by Miami Valley Bcstg. Corp. (WHIO-FM), Dayton, Ohio, to extent of setting aside July 27, 1960 grant of cp to Seven Hills Bcstg. Corp. (WOIO), for new Class B fm station to operate on 98.5 mc; ERP 14 kw; ant. height 400 ft., in Cincinnati, Ohio, and designated for evidentiary hearing WOIO's application; made WHIO-FM party to proceeding. Chairman Minow not participating. Ann. March 8.

■ By memorandum opinion and order, commission denied petitions by O'Neill Bcstg. Co. (KJEO, ch. 47) and McClatchy Newspapers (KMJ-TV, ch. 24), Fresno, Calif., for reconsideration and other relief directed against Feb. 8 grant to Triangle Publications Inc., of temporary authority for operation of KFRE-TV Fresno simultaneously on channels 30 and 12 until April 15. Comr. Craven not participating. Ann. March 8.

Aspen Bcstg. Co. Aspen, Colo.—Designated for hearing application for new am station to operate on 1260 kc, 5 kw, D. Ann. March 8.

Big Horn County Musicasters Hardin, Mont.; KBMY Billings, Mont.; KXLO Lewistown, Mont.—Designated for consolidated hearing applications of Big Horn for new am station to operate on 1230 kc, 250 w, U, KBMY and KXLO to increase daytime power on 1240 kc and 1230 kc, respectively, from 250 w to 1 kw, continued nighttime operation with 250 w; made KBMY and KXLO parties to proceeding with respect to their existing operations. Ann. March 8.

Aubrey H. Ison, James A. McCulla and Paul C. Masterson; Stanley R. Bookstein Lompoc, Calif.—Designated for consolidated hearing applications for new am stations to operate on 1410 kc, 500 w—Ison with DA, D, and Bookstein with DA-2, U. Ann. March 8.

WITT Lewisburg, Pa.—Designated for hearing application for renewal of license on technical violation and relinquishment of control issues. Comrs. Hyde and Craven voted to defer action pending further information. Ann. March 8.

Routine roundup

■ Commission granted request for waiver of Sec. 4.603 of rules by the Aroostock Bcstg. Corp. (WAGM-AM-TV) Presque Isle, Me., to transmit program material from Community Bcstg. Service (WABI-FM), Bangor, to WAGM (AM) by means of second subcarrier multiplexed on Tv Intercity Relay stations KCG-39-42, for period ending April 1, 1963, conditioned that addition of the second sub-carrier has no degrading effect with respect to tv video and sound channels. Ann. March 8.

ACTIONS ON MOTIONS
By Commissioner John S. Cross

■ Granted petition by Broadcast Bureau and extended to March 14 time to respond to petition for reconsideration by Leo

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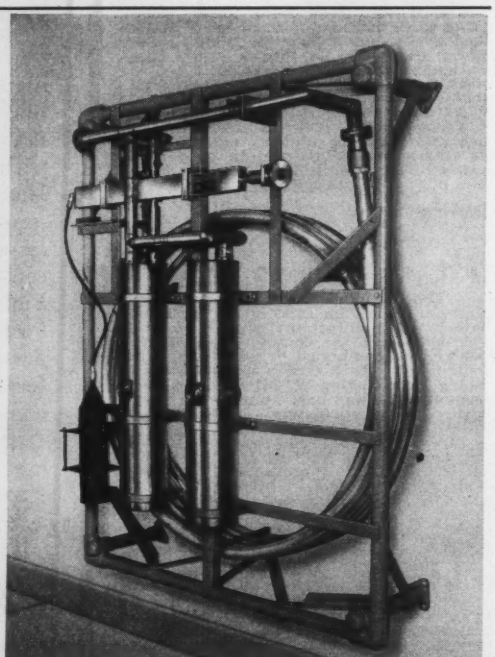
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Joseph Theriot in the matter of revocation of license for KLFT Golden Meadow, La. Action March 2.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to March 10 time to file responsive pleadings to petition for reconsideration by United Television Company of New Hampshire (WMUR-TV), Manchester, N. H., and to March 20 for replies in proceeding on United's application. Action Feb. 27.

■ Granted petition by Concert Network Inc., to extend to March 8 time to file exceptions to initial decision in proceeding on application of David L. Kurtz for fm facilities in Philadelphia, Pa. Action Feb. 28.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Beacon Bcstg. System Inc. to extend from Feb. 28 to March 1 time to file reply findings in proceeding on its application and that of Suburban Bcstg. Co., Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Feb. 28.

■ Granted joint petition by TOT Industries Inc., Radio Medford Inc., and Medford Telecasting Corp., applicants for new tv stations to operate on ch. 10 in Medford, Ore., approved agreement whereby Radio Medford would pay $6,700 to TOT Industries and $9,300 to Medford Telecasting in partial payment of expenses incurred in connection with their applications, in return for their withdrawal; and dismissed without prejudice TOT's and Medford's applications. Action March 1.

■ Scheduled hearings in following am proceedings on dates shown: April 14: Cummings Bcstg. Assoc., Palm Springs, Calif.. April 17: High-Fidelity Bcstrs. Corp., Norristown, Pa.; Rockford Bcstrs. Inc. (WROK), Rockford, Ill., et al. April 26: Yoakum County Bcstg. Co., and Echols Bcstg. Co., Denver City, Tex., and Hobbs, N. M. Action March 1.

■ Granted petition by American Colonial Bcstg. Corp., terminated proceeding, and dismissed with prejudice its applications to change facilities of WKBM-TV Caguas, and WSUR-TV Ponce, P. R. Action March 2.

■ Granted petition by Broadcast Bureau and extended from March 2 to March 17 time to file pleadings responsive to pending petition for approval of agreement involving dismissal of applications of Harry Llewellyn Bowyer Jr., which is consolidated for hearing with Dixie Radio Inc., both for am facilities in Brunswick, Ga. Action Feb. 27.

■ Granted petition by Broadcast Bureau and extended from Feb. 24 to March 10 time to file pleadings responsive to pending petition of Interstate Bcstg. Co. Inc. (WQXR), New York City, for leave to intervene in proceeding on am applications of Saul M. Miller, Reading, Pa., et al. Action Feb. 27.

By Hearing Examiner Isadore A. Honig

■ By order formalized certain procedural dates agreed upon by parties at hearing held Feb. 28 as follows: (1) that proposed findings of fact and conclusions may be filed by April 4 and (2) replies thereto may be filed by April 18 in proceeding on am applications of radio station WHCC (WHCC), Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP), Maryville, Tenn. Action March 1.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau to extend from March 1 and March 15 to March 15 and March 21, respectively, dates to file proposed findings and replies in proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc., for new am stations in Newton and Dedham, Mass. Action Feb. 28.

■ Scheduled further hearing for March 27 in proceeding on application of James J. Williams for new am station in Williamsburg, Va. Action March 6.

By Hearing Examiner Charles J. Frederick

■ Scheduled prehearing conference for March 16 in proceeding on applications of Stuart W. Epperson for new am station in North Wilkesboro, N. C., et al. Action Feb. 27.

■ Granted petition by M and W Co. and continued from March 6 to March 13 time to file proposed findings and reply findings now due March 27 shall continue to be due on that date in proceeding on M and W Co.'s application and that of Bethany Bcstg. Co. for am facilities in Yakima, Wash. Action March 3.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Hopkinsville Bcstg. Co. Inc. (WHOP), Hopkinsville, Ky., to extend engineering exchange date from Feb. 27 to March 6, scheduled a further prehearing conference for March 13 and ordered that March 17 hearing shall remain in effect in proceeding on Hopkinsville's am application. Action Feb. 27.

■ Granted request by Capitol Bcstg. Corp. Inc. (WKXL), Concord, N. H., to continue March 6 hearing to March 23 in proceeding on its am application, et al. Action March 2.

■ Upon request by Broadcast Bureau scheduled oral argument for March 9 on joint petition for approval of agreement by Norman A. Thomas and Greene County Bcstg. Co. Inc., in proceeding on applications for new am stations in Greeneville, Tenn. Action March 3.

■ With consent of both parties in proceeding on applications of Eleven Ten Bcstg. Corp., for renewal of license of KRLA & aux., Pasadena, Calif., and for license to cover, extended from March 6 to March 13 time to file proposed findings. Action March 3.

■ Continued March 9 prehearing conference to date to be determined by hearing examiner in proceeding on applications of Gila Bcstg. Co., for renewal of licenses of stations KCKY Coolidge, KCLF Clifton, KGLU Safford. KVNC Winslow. KZOW Globe, and KWJB-FM Globe, all Ariz. Action March 6.

■ Continued March 9 prehearing conference to date to be determined by hearing examiner in proceeding on applications of United Bcstg. Co., Inc., and Puritan Broadcast Service Inc., for fm facilities in Beverly and Lynn, Mass. Action March 6.

■ Granted petition by Broadcast Bureau and extended from March 3 to March 10 time to file response to petition by Beacon Bcstg. System Inc., for leave to amend its application for am facilities in Grafton-Cedarburg, Wis., and to reopen record in the proceeding on its application and that of Suburban Bcstg. Co., Inc., Jackson, Wis. Action March 6.

By Hearing Examiner Basil P. Cooper

■ Granted joint petition by applicants and continued March 1 hearing to March 22 in proceeding on applications of Martin Theatres of Georgia Inc. (WTVM) and Columbus Bcstg. Co. Inc. (WRBL-TV), Columbus, Ga. Action Feb. 27.

■ Scheduled prehearing conference for March 17 in proceeding on am application of Hartford County Bcstg. Co. (WAMD), Aberdeen, Md. Action March 2.

■ Pursuant to agreement made on record at Feb. 14 hearing conference, received in evidence Radio Georgia Exhibit No. 2 and closed record in proceeding on application for am facilities in Thomaston, Ga. Action March 2.

■ Granted petition by Broadcast Bureau and extended from March 6 to April 6 and from March 20 to April 20 time to file proposed findings and replies in proceeding on applications of Kansas Bcstrs. Inc., and Salina Radio Inc., for am facilities in Salina, Kans. Action March 2.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Franklin Mieuli (KHIP), San Francisco, Calif., and continued hearing from March 2 to March 13 in proceeding on his fm application, et al. Action March 1.

■ Scheduled prehearing conference for March 10 in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co. Inc., for fm facilities in New York, N. Y. Action March 6.

By Hearing Examiner Millard F. French

■ On own motion, scheduled a further prehearing conference for March 7 in proceeding on am applications of The Middle Tennessee Bcstg. Co. (WKRM), Columbia, Tenn., et al. Action Feb. 27.

■ By agreement of parties, scheduled hearing for March 16 in am proceeding on applications of Southeastern Bcstg. System Inc. (WMJM), Cordele, and radio station

Continued on page 103

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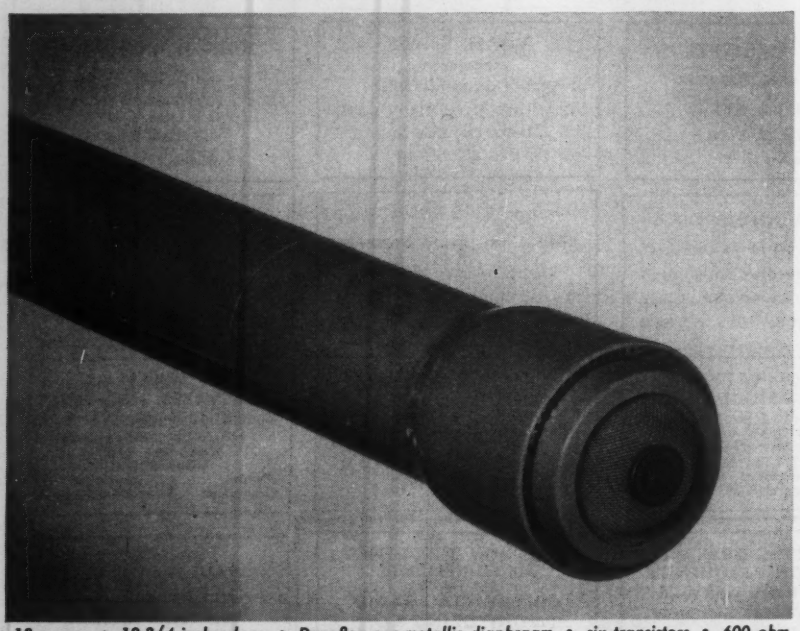

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Alaska tv and radio station needs effective time salesman to sell radio and tv as well as Muzak, opportunity for advancement and stock ownership to right party . . . Network affiliate (CBS) programming and good music conservative locally owned operation . . . guaranteed minimum and percentage . . . write KINY, 231 S. Franklin St., Juneau, Alaska.

Salesmen—Salary plus commission. Contact Powell-KVON, Napa, California.

Sales suburban Chicago AM-FM. 1 kw AM with 5 kw pending. 180 kw FM, young organization. 15 year old station. Original ownership. Advance with extremely liberal commission. All details first letter. WEAW, Evanston, Illinois.

FM sales man for WRFM. New York's most popular independent FM station. High commissions. Excellent opportunity. Send resume to WRFM, Woodside 77, NYC.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salaries open. Box 254E, BROADCASTING.

Northwest kilowatt needs mature announcer with first phone. Join solid operation. Emphasis on announcing, no maintenance. You must be above average announcer, we'll pay above average salary. Forward resume with credit and character references, plus audition tape. Box 330E, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

Sports director for radio play-by-play Big Ten basketball and football, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play-by-play experience. Include complete experience details and photo in application. Box 430E, BROADCASTING.

50 kw California station has opening for announcer strong on production. 1st class ticket helpful. Send 7½" tape (cannot be returned). Box 442E, BROADCASTING.

Immediate opening—mid-western regional station for good combo announcer-chief engineer, must have good voice and must be capable maintenance engineer with 1st class license. Box 443E, BROADCASTING.

Immediate opening at 5000 watt independent with multiple station operation in metropolitan Philadelphia area. Staff man to do D.J., news and run own board. Good salary, profit sharing, benefits. Call DU 4-2100, Coatesville, Pennsylvania.

Announcer, runs own board to work pleasant evening shift at high rating, progressive, community minded station. Bill Dahlsten, KAFM, Salina, Kansas.

KBUD, Athens, Texas has immediate opening for experienced announcer-salesman.

Wanted: Announcer-engineer with good music and news interest. Send tape and resume to Manager, KWPC AM/FM, Muscatine, Iowa.

Wanted. One good first phone combo man to complete the sharp staff of the fastest growing station in Ohio. Work in news, sports and music. Primary includes station capital. Write C. R. Taylor, WDLR Delaware, Ohio or call 363-1107.

Top salary! Adult music station in progressive growing market needs experienced announcer. Excellent working conditions in progressive, friendly city of 75,000. Rush tape and resume to WFIX, Huntsville, Alabama, c/o John Garrison.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer with good news delivery. Must be capable of handling some programming, traffic and office details. Good salary and future opportunity. Small Carolina market. Send complete resume. No tapes. Box 455E, BROADCASTING.

Announcer with good voice. Experienced preferred. Unlimited opportunity. Send tape and references immediately to: WITE Radio, Brazil, Indiana.

Experienced announcer with first ticket, some engineering, general staff duties, salary commensurate with ability. Send tape, photo, and resume to: WJUD, St. Johns, Michigan.

Morning personality PD. Experience, mature voice, salary, profit sharing. Must know copy. WPAZ, Pottstown, Pennsylvania.

Adult Virginia 5 kw (CBS) has immediate opening for afternoon personality with experience and good taste. Good production mandatory. Send tape, photo, resume and salary requirement to Production Manager, WTAR, Norfolk, Virginia.

A good announcer-copywriter. Must be hard worker. WTWA, Thomson, Georgia.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Technical

Chief engineer—executive type—experienced all phases construction, operation, directional, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 109E, BROADCASTING.

Somewhere there's a reliable chief good maintenance — fair announcer, wanted to trade pressure for job security in small Colorado community. Family man who appreciates good hours, good pay and a good boss. Box 325E, BROADCASTING.

1st class engineer, combo announcer, immediate opening in midwest. Good voice a must. Good maintenance engineer for 1 kw operation, good job for right man. Box 444E, BROADCASTING.

Engineer-announcer. Excellent opportunity to move ahead with moving station. Leader in community . . . fastest growing city in Kansas. Good staff . . . good conditions . . . good pay. Bill Dahlsten, KAFM, Salina, Kansas.

First phone. announcer preferably. KTFI, Twin Falls, Idaho.

Chief engineer at once. Experience in directional, all phases construction. Some air work. Garden spot of the nation. Call Lyle Richardson, Manager, KUDE, Saratoga 2-8294, Oceanside, California.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

First class engineer wanted at a growing station. Contact Chief Engineer, WMAK, Nashville, Tenn.

First class engineer with first class announcing ability needed for Michigan CBS affiliate. Forward all details, including tape, photo, background and references to R. W. Phillips, WSGW, Mason Building, Saginaw, Michigan.

Help Wanted—(Cont'd)

Technical

Opening for engineer, first phone, experienced in AM-FM operation. Please list full particulars in first letter: experience, education, and salary requirements. Contact J. M. Foley, Chief Engineer, WSVA-Radio, Harrisonburg, Virginia.

Maintenance and control room operations for educational television and radio. First phone and some transmitter experience desirable. Presently doing closed circuit and broadcast training, with expansion inevitable. Contact W. L. Strausbaugh, Head of Speech Department, University of Maryland, College Park, Maryland.

Production—Programming, Others

Immediate opening for newsman able to deliver newscast as well as gather and write it. Want stable family man satisfied to live in small Pennsylvania market. Box 244E, BROADCASTING.

Manager's girl secretary, abundant radio experience, good pay. Box 288E, BROADCASTING.

Experienced newsman. Gather, write and read. Mature voice, small amount additional board work, emphasis on news. Immediate opening. Send tape with full details, snapshot and salary requirements. Kent Roberts, Program Director, KFTM, Fort Morgan, Colorado.

Local newsman. Immediate opening, opportunity 16 miles from New York City. WBNR, Beacon, N. Y.

Immediate opening for top notch copy writer for 24 hour independent Florida east coast station. Call or write Dick Clark, WMFJ, Daytona Beach, Florida-Clinton 2-6491.

RADIO

Situations Wanted—Management

General manager—10 years all phases—sales. 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 236E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

Thoroughly experienced, sober, reliable, combination manager salesman. In present job six years. Top references. Box 292E, BROADCASTING.

I've had it. Western boy who can't stand this east coast living wants to get back to the other side of the Rockies—where the golf-courses-are-not-crowded-all-day. If you are looking for a darn good manager—twelve years radio, including ownership—write to Box 314E, BROADCASTING. Okay on second spot in major market. I work hard and I'll cost you four figures a month—but not big ones. I'm working now, but not living. Can I do both in your market.

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 359E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references available six to eight weeks. Box 344E, BROADCASTING.

Salesmanager to manage your station. Completely capable, reliable, family man. Employer will give regretful, but enthusiastic referral. Present income, area $14,000. Desire earn in excess—write fully please. Box 376E, BROADCASTING.

Canada-Minn.-Wisconsin-Michigan—10 year veteran. I believe in sales, and collections. Tight operations, top news coverage. Good music. Thoroughly versed in many money making promotions. 30 years old, married. We can both make money. Top references, billing reports, etc. Picture and resume on request. Box 398E, BROADCASTING.

Is your grass greener? Program director-assistant manager in one of top 100 markets ready to move up again. I've got a thoroughly proven, rating getting adult format that goes right along with me. Would consider small market management with right deal. Box 428E, BROADCASTING.

Are you a small market non-resident owner, who is losing his shirt on a station. Change constant loss to profit. Young, management, sales, production, engineering team, wants to overhaul operation into money making machine. Three man team currently individually employed in top fifty market, seeks agreement on profit sharing basis with owner. Replies held confidential. Box 436E, BROADCASTING.

Manager. Creative. Production. Copy. Sales promotion. Personnel. Big markets only. Box 440E, BROADCASTING.

My specialty? Profit! Mature, experienced. Creative ideas, copy, sales, management. Write or wire: Ready, 2628 North Beachwood, Hollywood, California, now!

Sales

Present sales manager for large national representative's regional office desires national sales manager position. Fine record in sales, civic and industry projects. Excellent references. Your interest treated confidentially. Box 399E, BROADCASTING.

Billing, ratings down—Let my 12 years in radio help you. Go anywhere, any market. Prefer west coast. Box 408E, BROADCASTING.

Sales manager 8 years experience, 35, married, B.S. degree. Excellent record, finest reference. Relocation due to change of ownership. Box 420E, BROADCASTING.

Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Outstanding air personality. Thorough experience . . . Top ratings . . . Top references. Major markets only. Box 310E, BROADCASTING.

Florida, midwest! The personality that gets listeners! Groovy, groovy, groovy! Box 311E, BROADCASTING.

Announcer-newsman—Wide background. 10-years experience. Now employed. Seek better opportunity. 2-degrees. Box 312E, BROADCASTING.

Boston University announcing grad wants experience. Wants move south permanently. Box 379E, BROADCASTING.

DJ wants new market—possibly all night. Experienced, first phone. Box 385E, BROADCASTING.

Young, talented, experienced dj wants to relocate. Will travel for right offer. Box 388E, BROADCASTING.

Experienced, tight production top 40 dj. Ad lib. Excellent references. Box 391E, BROADCASTING.

Experienced dj. Married, two years major market want to advance—top 40 preferred—minimum salary $100.00. Box 393E, BROADCASTING.

Announcer dj, married, would like to settle down. Good tight board—bright sound. Will relocate. Box 384E, BROADCASTING.

Young, ambitious announcer looking for position with swingin' operation. Some experience, graduate broadcasting school. Prefer central Pennsylvania area, but will seriously consider all offers. Box 395E, BROADCASTING.

Classical music broadcasting. Producer, narrator, announcer, music critic and record-reviewer for largest newspaper in city of half million. Business executive wants major responsibility in California-Arizona, minimum income five figures and worth it. Box 396E, BROADCASTING.

Experienced announcer. Formerly program and news director in metro market. Experienced in copy and production. Now employed. College, vet, top references. Box 397E, BROADCASTING.

Help! Want out of LA. Morning man with highest Hooper rating at number one station. Bright, tight show. Married, steady. Have 1st phone, will travel. Salary desired $500.00. Box 401E, BROADCASTING.

Have tape, will send. 18 month professional radio school grad. 2 years college, 6 years sales, sports or combo western states. Box 402E, BROADCASTING.

Announcer-DJ-news, comm; operate own board, 3 years college. Small station to start. Box 403E, BROADCASTING.

Experienced personality dj, news, sports, seeks station New York City vicinity. Tight production. Box 404E, BROADCASTING.

DJ announcer wants bigger market. More money will relocate anywhere. Box 319E, BROADCASTING.

Top country D.J. 12 years experience, sober, reliable, not a floater employed in major market. Tape and resume on request. Box 405E, BROADCASTING.

Cheerful, versatile DJ 7 years experience in depth, two in majors. Top morning show, adaptable to any time slot. Administrative experience, intelligent, outstanding knowledge all phases "modern" radio. 25 years old. Family. Salary open. Box 410E, BROADCASTING.

Quality announcer. Experienced AM, FM, TV. Presently leading Good Music FM station. Announce, program, copywrite. Married, vet. Box 411E, BROADCASTING.

Announcer-newscaster. Seeks New England position. 3 years experience. Box 412E, BROADCASTING.

HERE WE GROW AGAIN!

Crowell-Collier Broadcasting Corporation is *growing.* And is looking for disc jockeys who want to grow

If you are an entertaining deejay with individual style, personality, and showmanship—and not like 30 other deejays—we're interested right now.

Send tape and resume to:
Chuck Blore
Director of Programming
Crowell-Collier Broadcasting Corporation
6419 Hollywood Boulevard
Hollywood 28, California

Situations Wanted—(Cont'd)

Announcers

Good music and newsman, currently working major market, desires affiliation with progressive outlet. Box 413E, BROADCASTING.

Young, experienced. Tired of being trouble shooter for short periods, raising ratings, then being replaced by less talented, lesser paid men. Have done every type show, every type shift, almost every type station, top forty to after-hours. Soon to be married, want to settle down. Minimum: $150, year's contract, travel expenses. Box 415E, BROADCASTING.

Sports announcer—31, married, college degree, New York and vicinity. Strong on play-by-play. Experience in copywriting, business background. Can be used in a varied capacity. Box 417E, BROADCASTING.

1st phone announcer, experienced all phases, play-by-play. Married. Desire sports director position. Box 418E, BROADCASTING.

Top sports play-by-play basketbal, baseball, football, finest references. Box 419E, BROADCASTING.

Sportscaster—Top ratings in market. 9 years all sports tv-radio. Looking for large market with heavy play-by-play. Box 421E, BROADCASTING.

Experienced chief engineer, top rated announcer. Currently employed. Seeks advancement. Box 422E, BROADCASTING.

Announcer want to settle down. Not a floater or prima-donna. Tight production, married, bright sound. Box 423E, BROADCASTING.

Disc jockey graduate 28 years young, married, white, relocate immediately! Hard working, ambitious is my answer to experience. Call collect 6:30 P.M., Washington, D. C. Bill Provow, Jordan 8-6251. Box 431E, BROADCASTING.

Professional. Nine years, solid references. Finest of background program director, news experience. Veteran with college. Prefer coast or deep south. $105 weekly. Box 437E, BROADCASTING.

Experienced first phone morning man. Good maintenance. music, news. Box 438E, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful, adult music, news. Experienced. Tape. Box 439E, BROADCASTING.

Radio school graduate, former student Rutgers University, wishes placement in south to gain experience. Operate own board. Newly married. Tape and resume on request. Box 441E, BROADCASTING.

DJ-announcer. 5 years experience. 25, single, vet, college. Locate anywhere. Tape, photo, resume on request. Box 454E, BROADCASTING.

Announcer — married — dependable sell — authoritative news "easy style" DJ. College grad looking for first position with future. Box 458E, BROADCASTING.

Combo—Good man with three years experience, part tv. Box 464E, BROADCASTING.

Announcer, dj or sports director, wants play-by-play and board work. 2 years experience, adult programming and good references. Family man and available immediately. Box 466E, BROADCASTING.

Negro announcer with 2nd phone, but expects to have 1st phone in short time. What have you to offer? Solomon Brown, 5950 N. 16th St., Philadelphia 41, Penna.

Willing to learn, first phone announcer, sales, Jack Darrell, 164 Brittain Road, Akron 5, Ohio.

Radio-tv newsman-announcer-dj. 12 years all phases-network voice, family, prefer Pennsylvania-N.Y., N.J. Minimum $140. Bruce Davis, 8100 Roanoke Ave., Newport News, Va. Chestnut 5-6846.

Need announcer-dj with N.Y.C. experience? I've done news and dj for 3 N.Y. stations with conversational, soft-sell resonant voice. Write or call Domenico McKay, 1546 Second Avenue, N. Y. 28, TR 9-9120.

Situations Wanted—(Cont'd)

Announcers

How about personality? If we're "in tune," you're looking for a deejay with 3-years' experience, 24, married, best references and draft exempt—one that wants to grow with you. He's seeking a station with modern music and news presentation, but no "top 40" format—one that believes in popular and standard records, production spots and newscasts, but no segued programs. This personality is known throughout upper Michigan, northeastern Wisconsin and suburban Chicago. Namely: Warren Freiberg, 5369 West 89th Street, Oaklawn, Illinois.

See television ad—Dick Landfield.

Attention Texas and New Mexico, young dj, reliable, seeking larger market. Best references, details. Jerry Rogers, KERB, Kermit, Texas.

Announcer-engineer. Qualified, good voice and capable chief. Dale Woodbine, phone 2-3373, York, Penna.

Musicaster—Family, veteran, 7 years experience, former PD. Call or write Jim Zimmermann, 425 East Vaughn—Ironwood, Michigan. Phone 3504.

Technical

First phone, experienced and mature would like position helping with programming or other duties. Box 332E, BROADCASTING.

Former chief engineer of 5 kw new construction directional AM, seven years manager of worldwide field engineering operation. Desires re-enter broadcast or allied fields. Many years electronics experience military and civilian equipments. Stable, mature, in excellent health, married, one child. Will accept domestic or foreign employment. Box 340E, BROADCASTING.

Suffering from trainee blunders? Want dependable maturity? Can offer twenty years professional AM-FM-TV background for staff or management. Exceptionally strong on transmitters and maintenance. Location and security of prime importance. Box 389E, BROADCASTING.

Three years radio, television. Technical school background, some maintenance. Any where. Box 434E, BROADCASTING.

Chief engineer—experienced. All phases construction, maintenance. Directionals-measurements. Proofs. High and low power. Box 435E, BROADCASTING.

Desire chief position. Experience AM-FM-TV-studio-trans.-automation, senior member IRE, college graduate, military field engineer, directional AM antennas, consulting and design, chief engineer, teaching, public speaking, 1st class radiotelephone and telegraph, SSB ham, member several respected engineering groups. Presently located in Detroit area. Will relocate. Box 450E, BROADCASTING.

Engineer—Experienced first class. Write Box 451E, BROADCASTING.

Engineer-announcer 10 years experience all phases of radio. Resume and tape available. Box 453E, BROADCASTING.

Chief engineer desires permanent position 18 years experience AM-FM-TV. Box 1452, Beckley, West Va. Phone CL 2-4060.

First phone, announcing, and sales. Experienced. Ray Estes, Box 942, Gadsden, Alabama. Telephone Liberty 6-3021.

3½ years chief with S.E., 1 kw. Personnel cut-back causes necessity for placement. Available March 15. Anthony Ostopoff, Box 326, Edenton, N. C. Phone—Edenton 3204.

Production—Programming, Others

Newsman—Experienced. Now employed in east. Write, gather, edit and air. 2-degrees. 10 years in radio. Box 307E, BROADCASTING.

Program director. Aggressive, imaginative, creative. Thoroughly experienced in all phases of programming. Top references from major market operations. Box 392E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

A boy Friday? That's me! Good copy, good production, good dj show! College degree. Desire combination in medium market. Box 426E, BROADCASTING.

Program director? Am now disc jockey at 50,000 watter in midwest, want fulltimer in Michigan or northern Illinois. Box 456E, BROADCASTING.

News director—Well experienced. Now leading crack news team which sets the competition in a metropolitan market. Seeking larger market and greater challenge at station where news image is important and talent is needed. Box 459E, BROADCASTING.

News director? Want spot on fulltimer in northern Illinois, southern Michigan. Now at 50 000 watter in large market. Box 457E, BROADCASTING.

TELEVISION

Help Wanted—Sales

Local sales position available for right man with CBS station in large midwestern market. Send complete resume and photo in first letter. Box 135E, BROADCASTING.

Opportunity to sell for top rated CBS radio and television affiliate, Mason City, Iowa. Multiple ownership in four midwest states-offers challenge with advancement as reward. Prefer currently successful radio or television salesman in midwest. Lloyd Loers, KGLO, Mason City, Iowa.

Technical

RV studio engineers. Excellent opportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Experienced tv transmitter engineer with full power VHF station in Montana's largest metropolitan area close to excellent fishing and hunting. Position available for engineer who likes maintenance and operation . . . forty hour week. Write P. O. Box 2557, Grant French, KOOK-TV, Billings, Montana.

Production—Programming, Others

Leading northeastern vhf seeking experienced and creative tv director for immediate employment. Submit complete resume, picture and salary requirements to Box 297E, BROADCASTING.

News director who knows and likes all phases of television news, writing, editing, film, processing, planning, supervision. Man will head department of midwest competitive market station. On-the-air experience not necessary. This man is not concerned with hours worked and is not an arm chair director. If you are the hustler we need, rush your story to Box 315E, BROADCASTING.

Producer-director for educational tv station in midwest city. Creative career opportunity; work with community, civic, educational and cultural organizations on local and network live and tape programs. Year's experience minimum. Operate switcher; $6,000. Box 461E, BROADCASTING.

Wanted immediately, director for photography-film department. Will direct three man film department and supervise photography five man news staff. Will also handle commercial photography. Must be thoroughly experienced all phases. Rush full details including salary to Tom Matthews, WNEM-TV, Saginaw, Michigan.

TELEVISION

Situations Wanted—Management

Sales promotion director desires position with major market tv and/or radio station. Twelve years total experience. Promotion, merchandising, sales, production and advertising. Idea man, college graduate, will relocate, now in mid-east major. Box 342E, BROADCASTING.

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position manager-sales manager, radio or television. Must be potential $20,000 up. Box 352E, BROADCASTING.

TV management or sales management—Prefer southwest. Full details without obligation. Box 400E, BROADCASTING.

Announcers

Announcer with on camera sell-ability wants to relocate in challenging market. Sober, affable. 8 years experience. Box 424E, BROADCASTING.

Nine years, quality tv announcer, personality. Deep, resonant, selling voice. TV jockey, news, weather, etc. Desire tv, but will consider joint radio-tv. VTR available. Box 429E, BROADCASTING.

Experienced—On camera television—50,000 watt radio. News director, versatile dj, tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable, congenial. Dick Landfield, 5053 N. Troy, Chicago, Illinois.

Technical

1st phone. Radio technical experience and tv background. Married, dependable. Box 409E, BROADCASTING.

Television engineer, available immediately, 7 years experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Engineer with 2nd phone but expects 1st phone in short time. Solomon Brown, 5950 N. 16th St., Philadelphia 41, Pennsylvania.

Production—Programming, Others

Experience. Film editor, both tv and motion pictures. Box 386E, BROADCASTING.

7 years experience all phases of tv and film production. Box 387E, BROADCASTING.

Top notch pro director producer with a difference. Commercials that do sell, plus, musical-variety teen and kids shows. Currently producing in Canada, want to return to U.S. Box 416E, BROADCASTING.

Cameraman, editor and production coordinator, capable of handling film department. Military, educational and Federal agency experience. Request resume. Box 433E, BROADCASTING.

Newsman with solid background in journalism and broadcasting available for challenging tv news spot. Write Box 460E, BROADCASTING.

Director with 5 years experience commercial and ETV. Must relocate due to reduction of staff. Heavy on live commercials and programs. Knows lighting. University of Michigan graduate. Family. Prefer midwest. Good references. Leonard Blondy, Prospect 5-9717, WWTV, Cadillac, Michigan.

5 years experience—commercial and educational tv. Production, direction, film, news, announcing, continuity. Married, family, B.A. Prefer midwest. Staff being reduced by automation. Best references. Ivan Tomcho, WWTV, Cadillac, Michigan. Prospect 5-2158.

FOR SALE

Equipment

Rust remote control system, Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over $400 takes. KATI, Casper, Wyoming.

FOR SALE

Equipment—(Cont'd)

Two PT-63 series Magnecords including amplifier, and tape deck. Good condition. In use. $300 each full price. Call Radio Station WARU, Peru, Indiana. GR 3-4448.

RCA 70-C1 3 speed turntable $50.00—2 Presto 10-B 3 speed turtables $100.00 each—7" Collins audio rack $25.00. WENN, Birmingham, Alabama.

Rust remote control transmitter unit 108-C. Rust remote control studio unit 108-C including samplers. Rek-O-Kut portable recorder like new, playback, complete with speaker, amplifier, case. Collins 300G 100/250 watt transmitter, spare tubes, tuning box. WGIL, Galesburg, Illinois.

Collins 12Z 4 channel remote amplifier. Good condition, reasonably priced. WGTS-FM, Takoma Park, Maryland.

Complete, brand new, uncrated, for FM station 1000 B transmitter including monitor, remote control and automation. Priced for immediate sale. Contact: Walter Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Ph: DR 4-0107.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

AM, FM, TV terminal equipment including monitors and 5820 tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models. 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Truscon 370 foot self-supporting tower, insulated, leg spread 32 feet, complete with obstruction lights. RCA Pylon 2-bay FM antenna with power gain of 3, all fittings for mounting on tower. 400 feet copper coaxial 1⅝" line. Immediate delivery at bargain price $9,750 for complete package FOB factory. You had better call us for this deal is not going to last. Phillips Tower Co., 124 E. Lachappelle St., San Antonio, Texas. CA 6-4616.

Rigid transmission line. Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Will invest $10,000 in solid Virginia or Florida station. Must serve as general manager. Give all details in strictest confidence. Box 449E, BROADCASTING.

Small station ownership wanted by responsible, experienced couple through lease-purchase arrangement. West Virginia, Florida preferred. Nineteen years successful management-sales. Correspondence confidential. Box 462E, BROADCASTING.

Equipment

Self supporting tower, 250-300 feet. A-1 condition and reasonable. On east coast. Box 304E, BROADCASTING.

Wanted. Complete equipment for 5 kw station. Studio to transmitter. Box 427E, BROADCASTING.

Pay cash everything for 500-watter. Transmitter, monitors, speech, tape, 200-foot towers, etc. Airmail Box 950, Auburn, California.

Wanted: One "R.E.L. Precident" FM monitor. Please state the condition and price in first letter. KEAR, San Francisco 24, California.

WANTED TO BUY

Equipment—(Cont'd)

Remote camera control and power supply for RCA TK-11 or AEQ series I.O. Camera. Contact KGHL-TV, Billings, Montana.

Used 1 kw transmitter wanted by missionary station, Korea. Reasonable or donation. Advise RAVEMCCO, 475 Riverside, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

GVA will produce your special programs, comedy, singles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

Bingo on match books for radio and television programs includes your ad. Weekly colors, game name optional, 2500 different combinations per case $10.00 F.O.B. Sweetheart Mountain Match Co., Hannibal, Mo.

RADIO

Help Wanted—Management

STATION MANAGERS WANT TO SELL EQUIPMENT???

Once in a lifetime opportunity for a few station managers or chief engineers with business experience to team up with a leading broadcast equipment manufacturer. Several good territories are open. An Electronic background, either a first class license or good familiarity with transmitting and audio equipment is essential.

These are high paying career positions for men who love to sell, who want to sell, and who have demonstrated their sales ability.

If you want a greater selling challenge and an opportunity to increase your earnings to the high five figure, then selling broadcast equipment is for you. Replies confidential, of course. Send resume and photo to **Box 448E, BROADCASTING.**

Announcers

SECRET!!

is what our identity must be but we do need three good newsmen in a sunny Top 20 market. Please do not send tapes and resumes unless you have authoritative delivery, knowledge of radio news and are a workhorse. Radio announcers we can get, radio newsmen are what we want. Sorry, material will not be returned.

Box 354E, BROADCASTING

LIVE DJ's

Young (20-25) enthusiastic, ready for the step up.

National chain.

Send tapes with full details immediately.

Replies held in confidence.

Box 465E, BROADCASTING

EMPLOYMENT SERVICE

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

BROADCAST DIVISION
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

Help Wanted—(Cont'd)

Production—Programming, Others

UNUSUAL OPPORTUNITY

Experienced sales promotion man wanted for leading radio transcription company in New York. Strong local radio sales promotion experience required. Must be able to write effective sales promotion and marketing copy. Position offers excellent pay and growth potential for the right man. Send detailed resume of experience to:

Box 301E, BROADCASTING.

RADIO

Situations Wanted—Management

EXPERIENCED MANAGER *AVAILABLE*

Presently vice president-general manager of highly successful chain. Excellent record of profits. Good national and regional connections. Have very best references including present employer. 40 years old, family man who can make money for you.

Box 406E, BROADCASTING

***ATTENTION* HONEST OWNERS**

Young, successful, radio manager seeks position of responsibility with above board organization. Intelligent, highly capable family man asks security in exchange for loyalty. Will consider No. 2 slot with right station.

Box 407E, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

NEWSMAN

Broadcaster with diversified experience spanning 14 years, now heading news operation at top-rated station. Thoroughly acquainted with all facets of writing, production and editorializing. Radio or television. Mature family man, excellent education, veteran.

Box 463E, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

ALL STAR D.J. SHOW

Taped for your station EXCLUSIVELY! "WALLY GEORGE IN HOLLYWOOD," starring CBS DJ "PERSONALITY OF THE YEAR" award winner: Wally George. PLUS TOP HOLLYWOOD STARS as guest D.J.'s. Stars participate in YOUR STATION BREAKS and COMMERCIALS! Also: Hollywood Hit Parade, Hollywood Gossip, Contests, Prizes, etc. FREE audition tape! Budget to suit you! WRITE: WALLY GEORGE PRODUCTIONS, 18102 Malibu Road, Malibu, Calif. PHONE: Gladstone 4-1935.

LOOKING FOR ME?

Past 3 years Todd Storz, WHB, Kansas City, KOMA, Oklahoma City. Mature 14 years radio background. Seeking new challenge in modern radio programming. Top references. Proven ability. Available immediately. George Wiley, 430 E. 45th St. North, Kansas City, Missouri.

NEED PERSONNEL?

Someone for camera, floor, film, continuity, directing or sales? We have graduates who can handle the job. With 3 schools to serve you — and graduates throughout the nation, you'll find our services as close as your telephone.

NORTHWEST SCHOOLS

1221 N.W. 21st Ave., Portland, Oreg.
737 N. Michigan Ave., Chicago, Ill.
6362 Hollywood Blvd., Hollywood, Cal.

TELEVISION

Help Wanted—Announcers

IMMEDIATE OPENING

For experienced on-camera commercial announcer, strong on news. Upper Midwest locale in attractive, friendly, progressive capital city. Send tape, photo, detailed resume with references. SOF if possible.

Box 322E, BROADCASTING

Technical

TV BROADCAST ENGINEERS

Opportunities for technicians having basic knowledge of TV theory with some operational experience. Write Corinthian Broadcasting Corp., 302 South Frankford, Tulsa, Oklahoma.

Help Wanted—(Cont'd)

Production—Programming, Others

NEWSMAN-SPORTSCASTER

Wanted by one of Virginia's oldest and most powerful TV Stations—experienced newsman. This man must have experience in gathering, writing and broadcasting news. He also must be able to do good air job on sports. Must be real hustler, alert, dependable and have strictly news and sports background. Good starting pay, fine fringe benefits. Write to: Joe Moffatt, News Directors, WSLS-TV, Roanoke, Va.

TELEVISION

Situations Wanted

Production—Programming, Others

NATIONALLY KNOWN

TV news-special events producer, director chief cameraman in major market desires change after 14 consecutive years in one organization. Have won several national awards including Radio-TV News Directors Association for "Most Outstanding TV News Operation" and "Best Single TV News Story in Nation"; received Sigma Delta Chi award for "Best TV News Operation." Also National Press Photographers Association for "Best TV News Operation" and NPRA award for "training cameramen for highly creative work and ingenuity." Have produced numerous documentaries; know all phases of 35 mm, 16 mm motion picture work including producing, shooting, editing, lab work and aerial photography. Have pilot license. Pioneered in development of photofax. Thoroughly familiar with video tape, closed circuit TV, and local color operations. Married. Five children. Age 42. The best of references.

Box 452E, BROADCASTING

PRODUCTION MANAGER
available immediately

A complete dossier will be rushed to all inquiries. Write: Apartment 1, 1024 West Ottowa St., Lansing, Michigan. Inferior production positions also considered.

FOR SALE

Equipment

Automatic dehydrators, brand new, with spare parts kit. Dielectric Products Model 22, $150.00; Andrew Model 1910, $135.00. P & O Sales Co., 1236 40th Avenue, Sacramento 22, California.

STATIONS — FOR SALE

OUTDOOR SPORTS ENTHUSIASTS

New Fulltime station exclusively serving a famous western resort area. Ideally suited for an owner-operator or husband and wife team who enjoy skiing and other outdoor activities. Priced at $45,000 with low down payment and good payout.

Box 432E, BROADCASTING

GUNZENDORFER

SOUTHERN CALIFORNIA. $110,000 with $31,900 down. 1000 watter with 5 acres land. A money maker for owner-operator. *A GUNZENDORFER exclusive.*
ARIZONA. $15,000 down for a 250 watt fulltimer. *A GUNZENDORFER exclusive.*
FM STATION IN CALIFORNIA'S big market. $62,000 with $12,500 down. Others.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Stations

To Buy or Sell Radio-TV properties contact

PATT McDONALD CO.
Box 9266
AUSTIN, TEXAS
GL 3-8080

Bill Trotter
Box 5411, EX 7-3219, Memphis, Tenn.
Paul Yates, Jr.
Box 1396, FA 2-5488, Sanford, Fla.
Mrs. Gerry Switzer
1670 W. 3rd, EL 2-2163, Taylor, Tex.
Jack Koste
60 E. 42nd, MU 2-4813, New York 17.
Dick Watts
Box 3503, DR 4-2236, Amarillo, Tex.

Florida	single	fulltime	$ 65M	terms
Florida	single	daytimer	40M	10dn
Florida	small	daytimer	46M	8dn
Florida	small	daytimer	40M	10dn
Florida	medium	fulltime		
Florida	medium	regional	230M.	29%
Florida	metro	regional	165M	20dn
Florida	metro	regional	190M	cash

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

CALIFORNIA. Full time. Absentee owned. Needs home ownership. Market of 35,000. Asking $40,000 but plenty of room for Negotiation.

SOUTHWEST. Full time. Network. Always a profitable operation but present owners not radio people. Asking $75,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

CENTRAL FLORIDA

Growth area—profitable for owner-manager. $100,000 on long term payout. Write including proof of financial responsibility, Mass Media Managers, 3301 West Central Avenue, Toledo, Ohio.

FOR SALE

Equipment

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 96

WSNT Inc., Sandersville, both Georgia. Action March 6.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled a further prehearing conference for March 8 in Wilmington, Del., tv ch. 12 proceeding. Action March 1.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for March 14 in re proposal by Nathan Frank (WNBE-TV), New Bern, N. C., for specification of trans. and ant. site. Action Feb. 8.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by WDBQ Bcstg. Co. (WDBQ), Dubuque, Iowa, and accepted its notice of late appearance in proceeding on am applications of Value Radio Corp. (WOSH), Oshkosh, Wis., and Howard Miller Enterprises and Consultants Inc. (WGEZ), Beloit, Wis. Action Feb. 28.

By Hearing Examiner Herbert Sharfman

■ Issued memorandum of rulings taken at March 1 hearing with respect to Group V applications in consolidated am proceeding. On oral motion by applicants, and without objection, severed from consolidated proceeding applications of Midland Bcstg. Co. (WMDN), Midland, Mich., and Shawnee Bcstg. Co. (WBEX), Chillicothe, Ohio, effect of action made moot applicants' Feb. 27 petitions for severance; on oral motion severed from consolidated proceeding applications of The Marion Bcstg. Co. (WMRN), Marion, Ohio; East Liverpool Bcstg. Co. (WOHI), East Liverpool, Ohio; Central Corp. (WKBV), Richmond, Ind.; Gerity Bcstg. Co. (WABJ), Adrian, Mich.; Friendly Bcstg. Co. (WJMO), Cleveland Heights, Ohio, and Paul A. Brandt (WCBQ), Whitehall, Mich. Action March 2.

■ Accepted in evidence exhibits by Southern Michigan Bcstg. Corp. (WELL), Battle Creek, Mich., and Knorr Bcstg. Corp. (WSAM), Saginaw, Mich., and concluded evidentiary hearing in Group II of consolidated am proceeding. Action March 2.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of March 3

■ Waived Sec. 4.709(b) of rules and granted STA for following vhf-tv repeater stations: B and J Television Services, channels 9, Death Valley National Monument, 11 and 9, Baker, all Calif. (KRCA-TV), ch. 4, KNXT-TV, ch. 2, both Los Angeles, Calif.

KASE Austin, Tex.—Granted acquisition of positive control by **E. J. Lund** through purchase of stock from **Jacob A. Newborn, Jr.**, trustee for Nancy and Nena Newborn.

WCHS-TV Charleston, W. Va.—Granted mod. of license to change name to WCHS-AM-TV Corp. (main trans. & aux. ant. & aux. trans.)

■ Following stations were granted extensions of completion dates as shown: KUSD-TV Vermillion, S. D. to July 1; WPTZ (TV) North Pole, N. Y. to October 1; KCRA-TV Sacramento, Calif. to October 1; WLPA (TV) Alpena, Mich. to October 1.

Actions of March 2

WCRR Corinth, Miss.—Granted request for cancellation of license; call letters deleted.

Actions of March 1

WPDR Portage, Wis.—Granted assignment of license to **Comstock Publishing Co.**

WLLY Wilson, N. C.—Granted license for am station.

KMBC Kansas City, Mo.—Granted mod. of license to operate main transmitter by remote control.

WTAD Quincy, Ill.—Granted mod. of license to operate transmitter by remote control.

WDDY Gloucester, Va.—Granted mod. of license to change studio location and remote control point.

WTRP LaGrange, Ga. — Granted cp to change antenna-transmitter and studio location and make changes in ground system; condition.

KHFI (FM) Austin, Tex.—Granted cp to change ERP to 860 w, antenna height to 36 ft., studio, antenna-transmitter location, and make changes in antenna system.

KCMC-FM Texarkana, Tex.—Granted cp to change antenna-transmitter location; type transmitter; antenna; make changes in antenna system (side mounted FM antenna at top of proposed tower of station KCMC-TV); increase ERP to 93 kw and antenna height to 1,450 ft.

WTIX New Orleans, La.—Granted cp to make changes in nighttime directional antenna pattern.

WRFD-FM Columbus-Worthington, Ohio—Granted mod. of cp to change type antenna and make changes in antenna system.

WSPT-FM Stevens Point, Wis.—Granted mod. of cp to change ERP to 15 kw; type transmitter; type antenna; remote control permitted.

WETZ New Martinsville, W. Va.—Granted mod. of cp to change studio location and operate trans. by remote control.

WVOT-FM Wilson, N. C.—Granted mod. of cp to change type trans. and type ant.; condition.

KSEY Seymour, Tex.—Granted authority to operate from sign-on at 6 a.m. to sign-off at 7 p.m. for period ending June 1.

KRKS Ridgecrest, Calif.—Granted authority to sign-off at 8 p.m. for period beginning Feb. 13 and ending April 9 except for special events.

KYEW Phoenix, Ariz.—Granted authority to remain silent for period ending June 1.

Actions of Feb. 28

WOKW Brockton, Mass.—Granted assignment of cp to WOKW Inc.

KYNG Coos Bay, Ore.—Granted mod. of license to change name to Pacific Western Bcstrs. Inc.

WHCC Waynesville, N. C.—Granted mod. of license to change studio location and remote control point.

WMCK McKeesport, Pa.—Granted mod. of license to operate trans. by remote control while using non-directional antenna.

KBEC Waxahachie, Tex.—Granted cp to replace expired permit which authorized changes in directional ant. pattern.

KAOL Carrollton, Mo.—Granted change of remote control authority.

KHBR-FM Hillsboro, Tex.—Remote control permitted.

■ Following stations were granted extensions of completion dates as shown: WALA-TV Mobile, Ala. to October 1; KOVR (TV) Stockton, Calif. to September 27; KXTV (TV) Sacramento, Calif. to September 27; WPGH (FM) Pittsburgh, Pa. to August 1.

Actions of Feb. 27

WPKE Pikeville, Ky.—Granted involuntary transfer of control from **Jack L. Hatcher** to **Margaret C. Hatcher**, administratrix of estate of Jack L. Hatcher, deceased.

WSCM Panama City Beach, Fla.—Waived Sec. 3.30(a) of rules and granted mod. of license to permit establishment of main studio outside corporate limits of Panama City Beach, Fla.; remote control permitted.

KLO Ogden, Utah—Granted mod. of license to operate main trans. by remote control.

KBMO Benson, Minn.—Granted cp to install a new trans. (main studio location) as an aux. trans., and new 30 ft. ant. on roof-top of main studio building for emergency use only.

WPTT (TV) Augusta, Me.—Waived Sec. 3.613 of rules and granted mod. of cp to change type trans., type ant., trans. location, studio location, make changes in equipment and ant. height; ERP vis. 316 kw; aur. 158 kw; ant. height 720 ft.

WOOD-TV Grand Rapids, Mich.—Granted mod. of cp to change type ant., reduce ant. height to 970 ft., and make other equipment changes; ERP vis. 282 kw; aur. 141 kw (main trans. & ant.)

WMRT Lansing, Mich.—Granted mod. of cp to change ant.-trans. location, type trans. and specify studio location.

KMUZ (FM) Santa Barbara, Calif. — Granted mod. of cp to change trans. and increase ERP to 105 kw; remote control permitted.

KHYD (FM) Fremont, Calif. — Granted mod. of cp to change type trans., type ant., ant. changes and specify studio location and remote control point.

KLAK Lakewood, Colo.—Granted mod. of cp to change type trans.

KCFM (FM) St. Louis, Mo.—Granted mod. of cp to increase ERP to 88 kw; decrease ant. height to 420 ft., and change type ant.

WFFF Columbia, Miss.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KMUZ (FM) Santa Barbara, Calif. to Apr. 1; KSTN-FM Stockton, Calif. to Mar. 31; WIPE (FM) Detroit, Mich. to May 16; WDBM-FM Statesville, N. C. to Mar. 15; KHYD Fremont, Calif., to Apr. 1; WLKW Providence, R. I. to Apr. 3; KSCB Liberal, Kan. to June 7.

License renewals

Following stations were granted renewal of license; Chairman Minow not participating: WENC Whiteville, N. C.; WEZY Cocoa, Fla.; WRKT Cocoa Beach, Fla.; WACK Newark, N. Y.; WBRD Bradenton, Fla.; WJMX, Florence, S. C.; WCDJ Edenton, N. C.; WEEX-AM-FM Easton, Pa.; WNSM Valparaiso-Niceville, Fla.; WTWB Auburndale, Fla.; WESC Greenville, S. C.

SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING March 9

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,528	31	133	801
FM	777	71	195	116
TV	486[1]	55	84	97

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING March 9

	VHF	UHF	TV
Commercial	463	78	541
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE
Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

GOOD THINGS HAPPEN + WHEN YOU HELP RED CROSS

NEW DIFFERENT TIMELY

"MEANWHILE, BACK ON EARTH"

(13½ minutes—16MM Black and White—sound cleared for TV)

A newsworthy blend of the MISSILE AGE, the CIVIL WAR, and present day RED CROSS activities—this film features the years most dramatic disaster footage on the CHILEAN EARTHQUAKE and HURRICANE DONNA. More than a public service film—it's a motion picture with audience appeal.

ANIMATED TV SPOTS
(60-20-10 seconds)

PARKER FENNELLY is again featured as the lovable POSTER BILL. With him is the well-known actor HOWARD MORRIS—as a roving reporter who is left "speechless" in a humorous "bite" by Bill's loyal dog, Max. These spots provide the "light" touch to a serious fund drive. They are available in TWO versions—one for MARCH CAMPAIGN cities and one for UNITED FUND cities.

ALSO

COLOR SLIDES TELOPS FLIP CARDS
With voice-over copy

AND—a recording with 5 to 15 second IDs for station breaks—voice over credits and crawls.

STAR STUDDED JINGLES SONGS APPEALS
(all lengths from 05 to 60 seconds)

ETHEL MERMAN with the RUSS CASE orchestra—STEVE LAWRENCE with the UNITED STATES ARMY BAND sing SAUL TEPPER'S great Red Cross Campaign Song GOOD THINGS HAPPEN WHEN YOU GIVE.

THE FOUR LADS with PERCY FAITH and his orchestra sing ARTHUR KENT'S exciting Red Cross jingle WHERE THE NEED IS with voice-over appeals by MITCH MILLER and EDWARD R. MURROW.

Straight appeals by

DAVE GARROWAY JOHN DALY
RALPH EDWARDS DON McNEILL

PLUS—A VARIETY OF SHORT IDs

All these materials available from

YOUR LOCAL RED CROSS CHAPTER

THE AMERICAN NATIONAL RED CROSS
In New York, call MUrray Hill 9-1000
In Hollywood, call HOllywood 5-5262

THE ADVERTISING COUNCIL
New York
Chicago
Hollywood

THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE

OUR RESPECTS to Lester Hayden Carr, president, DECO

A domain unbound by distances, on earth or in space

Les Carr is one broadcast engineer who has made it.

Thirty years ago he was an assistant engineer at KSTP St. Paul. Twenty years ago he was in charge of CBS Central Division's transmitters. Today, at 51, Lester Hayden Carr is president and owner of Developmental Engineering Corp., a Washington engineering firm which handles about $2 million worth of advanced engineering research and development business a year. Most of this work is for the government and extends 400 million miles into space and thousands of feet into the substrata of the earth.

DECO designed the first operational space satellite transoceanic communications system. This is the Navy's trans-Pacific circuit radio, from Washington to Hawaii, via the moon. DECO's portion of the $35 million moon-bounce project—which went operational in January last year—was the design of the antennas and the ground facilities.

DECO also had another first, the obverse of moon circuit, called project "Lithicom." In this operation, DECO transmitted radio waves through the earth itself in July 1960 from a 1,000-foot-deep mine near Carlsbad, N. M.

Right now the Carr enterprise is busy with two projects, both "way out" in the field of radio communications.

The first is in Cutler, Me., where DECO has designed a two-million-watt, very-low-frequency facility for the Navy. The other is in Arecibo, P.R., where the company designed, and is supervising construction of a 1,000-foot parabolic antenna inside an extinct volcano. This will be part of an Air Force radar telescope to probe the moon and other celestial bodies as far away as Venus and Jupiter. It will transmit a peak pulse of five trillion watts on 430 mc.

Country Gentleman ▪ DECO headquarters are on 200 acres of rolling hillside outside Leesburg, Va., about 35 miles from Washington, in a large country fieldstone manor house. Les Carr designed and supervised the building of the house himself, as he has the restoration of the estate's gate house and several former slave cabins.

The estate is called Fort Evans, after Confederate Brig. Gen. Shanks Evans, who surprised and beat back a Union force crossing the Potomac River at Ball's Bluff in October 1861.

About a hundred yards from the main house is the low, one-story, cinder block 200-foot-long headquarters laboratories of DECO. There, some 50 professional communications engineers and supporting clerks are always busy.

Outside the DECO building are several acres of antenna installations, all shapes and arrays. DECO also has a branch office at Boulder, Colo., where the National Bureau of Standards' radio propagation laboratory is located, with about 18 scientists, and in Boston with about 15 professionals. The Boston office is headed by Dr. Wilbur Davenport, a professor at Massachusetts Institute of Technology's Lincoln Labs.

Distinct from DECO, but part of the Carr organization is Scatter Communications Inc., Bethesda, Md., from which about 30 engineers install scatter communications links for customers, mainly the government.

Les Carr was born in Elk River, Minn., June 16, 1910. While attending the U. of Minnesota, he put in a full 60-hour trick (4 p.m. to 1 a.m. daily) as master control operator at KSTP St. Paul. He received his E.E. degree from Minnesota in 1934 and immediately became assistant chief engineer of the St. Paul radio station. Later he was promoted to chief engineer, and was also technical director of the Minnesota Network, a statewide group of radio stations.

On to Chicago ▪ He left KSTP in 1940 to become transmitter engineer in charge of CBS Central Division's stations. This covered WBBM Chicago and KMOX St. Louis. One of his major responsibilities was the installation at WBBM of the first 50 kw, high level modulated transmitter.

Production models were scheduled to be built by Federal Telephone Labs in New Jersey. James F. Weldon, a transmitter consultant widely known throughout the broadcast industry was hired to supervise this design. It was this association that culminated in Weldon & Carr, a consulting engineering firm in Washington.

DECO's Carr
His hi fi won't work

But before this took place, World War II intervened. Mr. Carr joined the Navy's Bureau of Ships as an electronics consultant. During this period, he was responsible for the design and installation of radar beacons, used for aeronautical navigation in the Aleutians. He also was responsible for Loran ground installations, another electronic navigational system. In the last years of he war, he was a special consultant to the Navy's communications system design group.

DECO was established in 1952 as an offshoot of the research and development work undertaken by Weldon & Carr. Originally DECO specialized in antenna research and design, but in 1957 the company moved into its present field, advanced communications systems.

Mr. Carr is not the only former broadcast engineer in the DECO organization. The director at Leesburg is Lucian Rawls, formerly with WSM Nashville. The associate director is William Alberts, formerly with Crosley Broadcasting Corp.

Mr. Carr married the former Helmi Lukkarila of Mountain Iron, Minn., in 1933. They have a son, 17, and three daughters, 14, 10 and 8.

Leesburg is in the Virginia horse country and the Carr family has nine saddle horses. But true to their Minnesota background, the Carrs also ski and have a toboggan slide.

Les Carr's hobbies are close to his profession. In his youth, he was a ham operator, in fact, was the second radio amateur in Minnesota to receive a WAC (worked all continents) card, in 1927. When Admiral Richard E. Byrd led the first full scale U.S. exploration of Antarctica in 1928, young Les Carr in Minnesota handled personal traffic for members of that expedition.

Amateur radio was so important to him in high school that all the money he earned playing in a local dance orchestra (sax and clarinet) went into parts for his rig.

Today, he is a hi fi enthusiast. A standing joke among his friends is that Les Carr's hi fi is always out of commission; he continually rips it apart to add newer and better components. His stereo collection, a large one, is all on tape. His only other hobby is collecting guns, to the extent that he and his son mold their own bullets.

Color thrust

TWO events of recent weeks suggest an awakening interest in color television.

Zenith announced it would market a line of color sets.

Eastman Kodak announced it had moved its sponsorship from Ed Sullivan in monochrome to Walt Disney in color to get the benefits of color advertising.

We find significance in these events because they show a mutuality of interest in color television between two companies with different purposes.

Zenith wants to make money as a manufacturer of color sets. As a canny marketer, Zenith has noticed a softening in black-and-white television sales and is looking for new products to arouse consumer interest.

Eastman wants to get maximum impact from television advertising for products that are already attuned to the growing public interest in color photography.

We do not doubt that other television equipment manufacturers will begin to think of color as a stimulant for equipment sales. As they do, they will provide the sets that color television needs to become an influential advertising medium. As color set circulation rises, more advertisers are bound to follow in Eastman's steps.

For manufacturers, broadcasters and advertisers it's going to be hard to stay out of color much longer.

Suitable for framing

WE COMMEND to the attention of all departments of the government the observations that President Kennedy made last week in accepting an award from the Radio and Television Executives Society of New York.

"Of one thing you can be certain," Mr. Kennedy said in a message to the RTES, "this administration will do nothing to impair the freedom of the mass communications media guaranteed under our Constitution and our democratic precepts."

The full text of his observations appears elsewhere in this issue. It is suitable for framing and hanging on all bureaucrats' walls.

Collins on the move

NAB's new president, LeRoy Collins, is a man of action. Barely a month after he had assumed office, he told his employers what was wrong with them and their trade association and how he intended to go about achieving strength, prestige and respect for their profession.

In his startling speech to the NAB board on Feb. 10, Gov. Collins said he would present a plan for full-scale reorganization of the trade association at the next board meeting in June. He sought and received authority for outside assistance.

Last week Gov. Collins retained Robert K. Richards, former administrative vice president of the NAB, as special consultant to assist him in developing a reorganization plan. It is an ideal selection.

Although Bob Richards resigned his NAB position in 1954 to establish his own consulting business, actually he has never been out of the NAB fold. He was promptly retained as consultant to the late president, Hal Fellows, and has been on a retainer since. Mr. Richards has had extensive station experience (in the Storer organization). He was in the Office of Censorship during World War II and from 1944 until he joined the NAB in 1947, was editorial director of BROADCASTING. He is now part owner of radio stations in Muskegon, Mich., and Keyser, W. Va. His background and experience, therefore, cover virtually the full circle of broadcasting activities.

Gov. Collins will be the chief architect of the reorganization plan that inevitably will call for a more compact and harder-driving structure geared toward the twin goals of better government and public relations. Because he has not heretofore been identified either with broadcasting or trade association activities, he needed outside counsel.

Thank you, Mr. President

THE ground rules established in President Kennedy's recent news conferences strike us as a sensible compromise between those that obtained during Mr. Eisenhower's incumbency and those of the early Kennedy conferences that were broadcast live.

It now appears that most of Mr. Kennedy's conferences will be recorded on video and audio tape. Broadcasters can use the tape as they wish, in full or in part and at any time after the conferences are over. This is a substantial improvement on the rules of the former administration which insisted on controlling the content and timing the release of tapes made at Mr. Eisenhower's conferences.

Indeed the kind of taped coverage that Mr. Kennedy now permits has some advantages over live coverage. It gives broadcasters the editorial freedom to treat the conferences as news, to use as much or as little as their news values warrant. If a live broadcast is offered, it is hard to reject. Unless Mr. Kennedy turns out to be unique among all the Presidents in history, not all his conferences will be considered worth presenting in full text to every television and radio home in the nation.

This is not to say that live coverage should be entirely abandoned. There will be conferences that promise to generate enough interest to justify live coverage, and the White House has indicated, with good judgment, that on such occasions live cameras and microphones can be used.

Not unexpectedly, some representatives of the press have objected to the new status accorded radio and television in the White House. They wish for a return to news conference rules that favored newspapers and newspaper services. Broadcasters—and the American public—must be gratified by the refusal of Mr. Kennedy and his news secretary, Pierre Salinger, to knuckle under to the newspapers.

Under the coverage system now in effect, the public is getting the best news coverage that it has ever had.

Drawn for BROADCASTING by Sid Hix

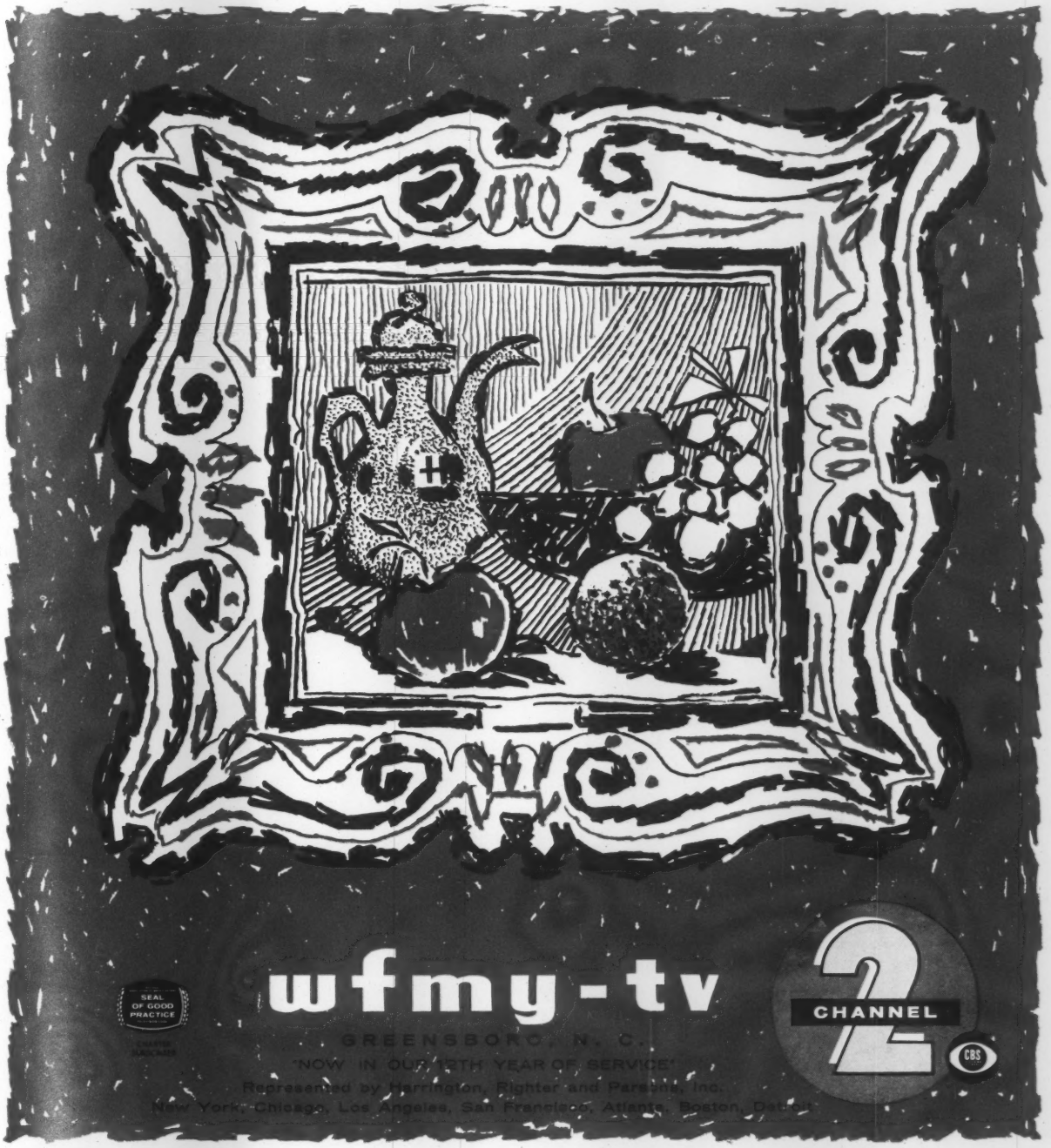
"I think he's got it. Make the next one a take."

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

The imagination of the artist, together with his technique and skill, combine to create artistic beauty . . . In the Industrial Piedmont, the popularity and proven dominance of WFMY-TV have combined to create sales for over eleven years.

To successfully sell the nation's 44th market*, include WFMY-TV in your plans. WFMY-TV delivers 2.3 million customers who annually spend $3.2 billion dollars . . . call your H-R-P Representative today.

*Source: Television Magazine, 1960 Data Book



wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 14TH YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.

New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit

SEAL OF GOOD PRACTICE

CHANNEL 2

CBS